



Regional Action Plan

Transform Sacramento into the **Emerald Valley**:
the **greenest** region in the country and a hub
for **clean technology**





Regional Action Plan

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A Message from Mayor Kevin Johnson

Greenwise Sacramento Regional Action Plan

January 20, 2011

Dear Community Members,

I am very proud to present the Greenwise Sacramento Regional Action Plan.

The Regional Action Plan is the culmination of the Greenwise Sacramento Initiative launched to convene leaders and coordinate, align and leverage resources. The Plan now provides the details to achieve our shared vision: **to transform the Sacramento region into the Emerald Valley – the greenest region in the country and a hub for clean technology.**

One year ago, I announced the concept of Greenwise Sacramento at the 2010 State of the City. Since the launch of Greenwise in May 2010, the region welcomed a dozen remarkable leaders to speak at eight monthly meetings. I am truly grateful for their advice and their pledge to continue to support the Sacramento region's efforts to grow our green economy and improve our environment.

Greenwise Sacramento convened 275 experts and community leaders who worked diligently through five Policy Committees. The thousands of hours devoted by the participants to make this Plan a reality are awe inspiring. This same enthusiasm will be needed to take the actions necessary to truly transform Sacramento.

Three Greenwise Transformational Goals are included in the Regional Action Plan. These are supported by a number of objectives for implementation through 2020.

1. Create a Self-Sustaining Sector - **ECONOMY**
2. Become the Greenest Region in the Country - **ENVIRONMENT**
3. Brand the Sacramento Region as the Emerald Valley - **ENGAGEMENT**

Implementation will occur, starting immediately, through the Greenwise Joint Venture. The purpose of Greenwise Joint Venture is to convene stakeholders and coordinate efforts, implement the Plan, and brand the region. Our short-term focus will be on signature projects where we control both the supply and market demand. And, from now until 2020, we will engage as many community members as possible to take personal responsibility for a better future. We have a great deal of work to do, and I am committed to see this effort through for the long-term.

I am truly grateful for the community's support and participation in Greenwise Sacramento. I look forward to working together with you to create the Emerald Valley right here in our region.



Kevin Johnson
Mayor, City of Sacramento



Preface

The Greenwise Sacramento Regional Action Plan expresses our commitment to becoming one of the greenest regions in the nation. This is our opportunity to make ourselves a community of the future. We have drawn on the talents and expertise of the best minds in the region from the most successful business leaders and most talented government officials, to the most dedicated community groups and individual citizens. It has truly been a grassroots, region-wide effort.

Given the current economic situation, the number of unemployed and underemployed workers, and the financial strains felt at all levels of government, this may seem an unwise time to launch a strategy as ambitious as Greenwise Sacramento. But this is precisely the right moment to seize the initiative and dream big—and dream smart. We need to ensure that this community's best days are still ahead of it. We need to assume responsibility for our own fate and not wait for others outside the region to act. We must learn how to thrive in a world where energy is expensive, water is short, and temperatures are rising. We need to take actions because they are right for us not because they are forced upon us.

Those who live here want a community that is vibrant, affordable, and sustainable. They want an environment that is healthy and safe for themselves and for their children. They want jobs that are rewarding and secure. In our highly competitive, mobile, and interconnected modern world, the activities that make a community healthy also make it wealthy. A community with a well-organized transportation system, that uses its resources efficiently, and has a light environmental footprint is cheaper to maintain. It also is one that bright, creative people who are the key to conceiving and expanding a globally competitive local economy find the most desirable place to live.

We start this journey with some wonderful natural advantages: our abundant land, our exceptional livable communities, our sunny days, and our transportation crossroads. But we are putting strains on those resources that are making it difficult and expensive to ensure this remains one of the most livable communities on the planet. We must take steps to make our future more secure and prosperous—steps that we can afford and that ensure benefits are spread widely.



This report identifies three transformational goals, supported by a set of measurable and attainable objectives, that will put the Sacramento region on its way to becoming one of the most attractive communities in the nation. Every new green business, every new green building, every new greenway, every new transport system will create new momentum. Each success will create a demand for more. These three goals may take more than a decade to achieve, but they are goals we can all support and goals that will indeed ensure our best days are yet ahead.

Acknowledgements

The Greenwise Sacramento Regional Action Plan documents the collective efforts of hundreds of individuals who care about the future of this region.

The intellectual capital in this region is astonishing, and this initiative benefitted from the knowledge, experience, and commitment of many who accepted the invitation to create a shared vision for transforming Sacramento into the Emerald Valley.

A debt of gratitude is owed to the speakers who traveled to Sacramento to share their wisdom, their advice, and their optimism. Never before has such an all-star cast been assembled in Sacramento to address the challenges and opportunities in the country and to provide a memorable, free speaker series. Their sage words and inspiration provide the foundation for this Regional Action Plan. The Sacramento region will repay each of them by taking action to grow the green economy and better the environment. The sense of urgency conveyed by many of the speakers is also captured in this Plan. As Thomas L. Friedman said, “We have exactly enough time...starting right now.”

The Greenwise Sacramento Honorary Co-chairs represent a select group of elected officials and academic leaders at the highest levels. They are true public servants who have dedicated their lives to the community. Thank you for your time and your contributions to this initiative. Your service to the people of the Sacramento region, the State of California, and this country is greatly appreciated.

The Leadership Team included subject matter experts from the public sector, private business, non-profit community and academia. Their contributions in selecting the catalytic ideas and creating this Plan from the contributions of hundreds of participants will be a legacy lasting many decades into the future. Their expertise was shared in monthly Leadership Team meetings, in Policy Committee meetings, and individual requests for advice on specific topics.

Five Policy Committees were formed to address the key issues of Energy, Green & Clean Technology, Urban Design & Green Building, Water & Nature and Waste & Recycling. Led by John DiStasio, Dean Steven Currall, Mike McKeever, Alicia Guerra, and Bill Walden, respectively, the teams far exceeded expectations. The Policy Committees had core teams that met regularly, researched diligently, and contributed as facilitators and strategists. Over 275 Policy Committee members were guided by these regional leaders and the hundreds of ideas included to make this the best Plan possible. City of Sacramento staff members Jamie Cutlip, Lorrie Lowry, Erik deKok, Joe Livaich, and Doug Huston spent numerous hours supporting the Policy Committees. Thank you to City Manager Gus Vina for committing city staff to this process.

The Greenwise Sacramento monthly meetings required both precision and adaptability from a small army of staff and volunteers whose behind-the-scenes magic made speakers and attendees alike feel welcome. The monthly logistics were ably led by Lauren Altdoerffer, Greenwise Project Coordinator, whose thousands of emails, hundreds of phone calls, and dozens of checklists made the eight-month initiative run smoothly. Staff from the Office of Mayor Kevin Johnson together with City of Sacramento staff, Mayoral Fellows, Greenwise Sacramento host venues, and numerous volunteers who served when needed are greatly appreciated.

This initiative was funded by a number of generous sponsors who believe that the Sacramento region's future is full of promise. Thank you to those who contributed financially to staff this initiative, provide every Greenwise Sacramento meeting free to anyone who wanted to attend, to share the ideas with the public and regional organizations, and to document the shared vision in the Greenwise Sacramento Regional Action Plan. In-kind donors and sponsors who contributed numerous items, catered events, and shared the time and expertise of their staff are very much appreciated.

A core team shared the privilege of staffing Greenwise Sacramento in the Office of Mayor Kevin Johnson. Lauren Altdoerffer, Yvette Rincon, Gary Simon and Julia Burrows are the "green team" who will always remember 2010 as the year of Greenwise Sacramento. Tre Borden, the Mayor's Green Fellow and UC Davis MBA candidate, laid the foundation for the Greenwise initiative. And thank you to Sacramento State graduate Brittany Thomas and UC Davis graduate Gary Bladen for their service to Greenwise.



Thank you to all the contributors to the Greenwise Sacramento Initiative and this Greenwise Sacramento Regional Action Plan:

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Soil Born Farms

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Initiative Sponsors

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Executive Summary

Greenwise Sacramento Regional Action Plan

A Plan to Transform the Sacramento Region into the Emerald Valley – the Greenest Region in the Country and a Hub for Clean Technology

At the 2010 State of the City, Sacramento Mayor Kevin Johnson addressed the economic and environmental challenges in the region. He noted that the Sacramento area has a unique opportunity to be a leader in the green economy resulting in a more diverse economy, cost savings for residents through resource conservation, and a healthier environment.

On May 18, 2010, Mayor Kevin Johnson launched a bold initiative to transform the Sacramento region into the Emerald Valley – the greenest region in the country and a hub of clean technology. Acknowledging that Sacramento is already the greenest capital city in the greenest, most progressive

state in the U.S., Mayor Johnson detailed his belief that Sacramento's competitive advantages, already burgeoning green job growth, and alignment with federal priorities demonstrated great promise for the region's future economic and environmental health.

An invitation was extended to leaders from business, non-profit, academic, civic and governmental sectors to convene once a month from May through December and establish a shared vision for the region's future. This once-in-a-generation opportunity to coordinate, align and leverage around a common vision resulted in participation by hundreds of community members.

Purpose of the Greenwise Sacramento Regional Action Plan

The purpose of Greenwise Sacramento is the Greenwise Sacramento Regional Action Plan is to establish a bold vision for implementation through 2020.

The Regional Action Plan is intended to:

- Establish a Shared Vision to transform Sacramento into the Greenest Region in the Country and a Hub of Clean Technology.
- Detail the Goals, Objectives, Strategies and Actions that when implemented will strengthen the region's economy, improve environmental stewardship and engage the entire community.
- Coordinate activities across the region to promote stronger partnerships and coordinate funding appeals and grant applications
- Highlight specific projects that have great potential to take Sacramento to the next level.
- Inform elected officials and decision-makers at the federal, state, regional and local levels.
- Serve as a marketing document for entrepreneurs considering an investment in the green economy and the potential of the Sacramento region as a place to start a company and grow a business
- Supplement and align existing Sacramento area economic development and environmental planning documents
- Define the measurements and outcomes expected for each of the key economy and environment objectives and task the Greenwise implementation team with setting indicators for engagement in the early stages of Greenwise implementation.
- Create shared messaging regarding the bold action anticipated for the Sacramento region. Brand the Sacramento region as the Emerald Valley with a thoughtful Plan in place upon which to build a strong marketing and public relations campaign for the future.
- Create Jobs!

This is the business plan to build on the many competitive advantages and challenge the region to be bold in the future. The transformational goals, and objectives that support them, will require a concerted effort to fund, implement, and measure.

“The environmental consciousness of our region was catapulted to great heights by Mayor Johnson’s Greenwise program.” -Rosa Escutia, Sacramento Hispanic Chamber of Commerce

Transformational Goals

The Plan details three transformational goals developed over the eight month process. Each goal is supported by seven objectives that represent catalytic, integrated ideas that cross numerous economic sectors and environmental fields and create new ways to brand the region and engage the community.

Greenwise Sacramento Transformational Goals:

1. Create a Self-Sustaining Sector – ECONOMY
2. Become the Greenest Region in the Country-ENVIRONMENT
3. Brand the Region as the Emerald Valley-ENGAGEMENT

Three key principles will be integrated throughout the Greenwise Sacramento Regional Action Plan. First, the plan will be **regional** and will in most applications include the six-county region comprised of El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba Counties and the 22 cities within these counties. However, the initiatives are not limited by political boundaries and in some cases the work will extend to a larger area.

A second key principle is a focus on **innovative policy**. To implement this plan and to truly transform Sacramento, a number of local and regional policies to support local consumption of green products, to streamline processes, and to allow development and investment regulated by outdated policies, must be amended. This will require collaboration, continued participation by the regional leaders who have shared their expertise during the Greenwise initiative, and support from elected officials throughout the region.

And third, this initiative will be different from dozens of others across the country because of the focus on job quality and the inclusion of the disadvantaged in the transformation of Sacramento's green economy. Advisors from Green for All and regional workforce initiatives will help Sacramento implement the Greenwise transformational goals with a continual focus on **social justice**. Only if the least among us are included will this truly be transformational for Sacramento's green economy.

Implementation

Implementation of the Greenwise Sacramento Regional Action Plan is proposed to occur through Greenwise Joint Venture. Greenwise Joint Venture will have three purposes:

1. Convene, coordinate, leverage and align
2. Implement the Greenwise Sacramento Regional Action Plan
3. Market the Sacramento region

The intent is to fundraise at a level to make significant progress in project implementation. Initial staff will include a lead designee, staff support for project management, grant writing and marketing. Establishing the structure of Greenwise Joint Venture and action on signature projects will be the first order of business.

Greenwise Sacramento Regional Action Plan: 2020

Create a Self-Sustaining Sector ECONOMY	Become the Greenest Region in the Country ENVIRONMENT	Brand the Region as the Emerald Valley ENGAGEMENT
1. Double the Number of Green Jobs from 14,000 to 28,000	1. Plant 3 Million Trees	1. Create Greenwise Engagement Campaigns
2. Create a \$1 Billion Investment in the Sacramento Region's Green Economy	2. Reduce, Reuse and Recycle 85% of the Region's Waste	2. Implement a Series of Greenwise Challenges
3. Purchase 20% of the Region's Food from Local Farmers and Ranchers	3. Reduce Water Use in the Region by 20%	3. Establish a Greenwise Business Leadership Council
4. Create a Regional Market for Green and Clean Technology Products	4. Reduce Per Capita Energy Use by 15%	4. Certify 10,000 Businesses as "Greenwise Businesses"
5. Retrofit Existing Buildings	5. Design all New Planned Communities Consistent with "20 Minute neighborhood" Principles	5. Establish a Sacramento Greenworks Program
6. Streamline Permitting	6. Increase the percentage of all trips taken by walking, biking or transit by 30%	6. Create a Greenwise Sacramento Marketing Plan & Campaign
7. Create a Biofuels Industry	7. Reduce Pollution Levels by 20%	7. Lead by Example at the Local Government Level

Conclusion

Greenwise Sacramento represents the best the Sacramento region has to offer – inspired leadership, creative problem solving, shared values, and unparalleled participation. Each and every idea, goal, success story and hope for the future represents what the people of the Sacramento region believe – that the future matters and that every resident is responsible to engage individually and collectively contribute to the region's economic prosperity and environmental health.

Greenwise Sacramento Initiative

On May 18, 2010, Mayor Kevin Johnson launched a bold initiative to transform the Sacramento region into the Emerald Valley – the greenest region in the country and a hub of clean technology.

Acknowledging that Sacramento is already the greenest capital city in the greenest, most progressive state in the U.S., Mayor Johnson detailed his belief that Sacramento's competitive advantages, already burgeoning green job growth, and alignment with federal priorities demonstrated the great promise for the region's future economic and environmental health.

An invitation was extended to leaders from business, non-profit, academic, civic and governmental sectors to convene once a month from May through December and establish a shared vision for the region's future. This once-in-a-generation opportunity to coordinate, align and leverage around a common vision resulted in participation by hundreds of community members.

Greenwise Sacramento Regional Action Plan Process

The purpose of the Greenwise Sacramento Initiative was to convene leaders from business, non-profits, academic institutions, and government to coordinate, align and leverage efforts regionally around a common vision.

Policy Committee Work

Mayor Kevin Johnson invited leaders from across the region to meet monthly and participate in one of five committees: Energy, Green & Clean Technology, Urban Design & Green Building, Waste & Recycling, and Water & Nature. Over 275 community members regularly attended the Policy Committee meetings and researched, brainstormed and prioritized ideas to create a shared vision for the future.

The Greenwise Sacramento Regional Action Plan development process occurred from May to December 2010 as detailed below:

Step 1	Vision <ul style="list-style-type: none"> • Discuss 2 – 3 thought provoking questions 	May
Step 2	Sacramento Research and Fact Finding <ul style="list-style-type: none"> • Assess where we are today (what has been done and what is currently underway in private sector and government) • Identify successes, barriers, opportunities and lessons learned • Collect information on existing goals, targets and plans for the region 	June
Step 3	Beyond Sacramento <ul style="list-style-type: none"> • Identify national best practices and models • Identify lessons learned in other cities 	July
Step 4	Regional Goal Setting <ul style="list-style-type: none"> • Identify where we need to be to lead the nation • Propose 3 - 5 recommended policy area goals for the region 	August
Step 5/6	Implementation Strategies and Measuring Success <ul style="list-style-type: none"> • Propose strategies and action steps for each goal • Identify timeline, targets and yearly benchmarks for each goal • Recommend leadership and key stakeholders for each action step 	September October
Step 7	Preliminary Action Plan <ul style="list-style-type: none"> • Compile committee goals, objectives, strategies and action items • Organize recommendations into transformational goals • Draft Greenwise Sacramento Regional Action Plan 	November
Step 8	Final Action Plan <ul style="list-style-type: none"> • Solicit feedback for Regional Action Plan • Finalize Plan and prepare for public distribution 	December

The product of the Policy Committee meetings and the dozens of other meetings held at locations throughout the region is the Greenwise Sacramento Regional Action Plan. The hundreds of ideas have been distilled into three transformational goals supported by twenty-one objectives and a number of strategies and actions to achieve the shared vision for 2020.

Monthly Greenwise Sacramento Meetings

The Office of Mayor Kevin Johnson brought an unprecedented slate of leaders to the region for Greenwise Sacramento. On average, over 400 participants attended the monthly Greenwise Sacramento meetings with the largest crowd – nearly 1,000- gathering at the Crest Theatre in Downtown Sacramento to hear Thomas L. Friedman, **New York Times** columnist and **Pulitzer Prize** winning author. The remarks of the keynote speakers inspired and challenged the Sacramento region to be inclusive, bold, and revolutionary.



Governor Schwarzenegger and First Lady Maria Shriver

[California Museum | May 18, 2010](#)

The beginning...

Governor Schwarzenegger and First Lady Maria Shriver set the stage for what would be the most star-studded initiative the region had ever seen. Governor Schwarzenegger called the crowd to action with a reminder that “all great movements – if it is the women’s suffrage movement or the civil rights movement or if it is the American independence movement -- all of those kinds of things started very little, on the grassroots level.” He believed that by starting at the grassroots level Sacramento could become the national model for a green and clean community. First Lady Shriver reinforced her husband’s message when she said, “[w]hen you create this Emerald Valley and you bring people together, we’re going to put that up in this Museum, and we’re going to call Sacramento the city that people in California, across the country and the world can emulate.”



Alex Loorz

[Founder of Kids vs. Global Warming](#)

[Sacramento City College | June 15, 2010](#)

Green for all ages...

Youth education and engagement are essential to a green economy, and it was appropriate that Alec Loorz, founder of Kids vs. Global Warming would address over 250 people at Sacramento City College on June 15, 2010. Alec reminded the crowd that global warming will have dire consequences for the next generation if bold and immediate action is not taken. He challenged every student, parent, and youth in the audience to confront the issue of climate change with his words “We are the future, but we are more than that. We are here now. We are the present and our voices do make a difference. So let’s now all work together. Who’s with me?”



Van Jones

American environmental advocate,
civic rights advocate and attorney

California Environmental Protection
Agency Headquarters | July 20, 2010

Green for all workers...

California is the birthplace of the green-jobs movement and the home of Green For All, an organization devoted to improving the health, wealth and well being of everyone. It was only fitting then that in July 2010, Mayor Johnson would bring Van

Jones, the founder of Green For All and former White House advisor, to address the Greenwise Sacramento Task Force. Van Jones challenged the 400 attendees to embrace what the region was doing well, and to dream big and love hard. Mr. Jones told leaders from across the region that, “[y]ou are already a leader in Green things. Google yourself. You may not know it, but you can’t find a single list of green things- green buildings, green job growth, green industry- that doesn’t have Sacramento in it. Now imagine if this region owned that and began to strategically push forward its agenda. It would be a wise thing to do. It would be a greenwise thing to do.”



Gavin Newsom

Mayor of San Francisco

Sacramento State University | August 17, 2010

Cities go green...

On August 17, 2010 the mayor of San Francisco, Gavin Newsom, stepped up to the Greenwise podium to share how San Francisco’s commitment to going green has improved both its economy and its environment. Mayor Gavin Newsom reinforced the fact that climate change and greenhouse gas reduction is an issue for every city in California when he said, “...if you’re

going to get serious about the issue of climate change, going to get serious about the issues around consumption, natural resources, you’ve got to get serious from the perspective of the governance of cities, large and small.” For San Francisco this meant adopting innovative policies that encouraged green building, energy efficiency retrofits, composting and recycling. While these policies were good for the environment and helped San Francisco meet its greenhouse gas emission reduction goals four years ahead of schedule, the bottom line for Mayor Gavin Newsom was that green investment created jobs. “You invest a billion dollars in a coal plant, you generate about 870 jobs. That’s not bad. You invest that same billion dollars into a nuclear plant, you generate anywhere from 1,000 to anything north of 1,500 maybe 1,600 jobs. You invest a billion dollars in solar, you generate about 1,900 jobs. You invest in wind, 3,300 jobs. But if you want the game changer, if you want the real job generator, it’s certainly not coal, it’s not nuclear, and it’s not even solar and wind in contrast to retrofitting buildings. **7,000 jobs are created when you invest in making buildings energy efficient.**”



Thomas L. Friedman

New York Times columnist and **Pulitzer Prize** winning author
Crest Theatre | September 30, 2010

Green is patriotic...

It's not often that a three time Pulitzer Prize winning author comes to speak for free to a crowded theater in Sacramento. It is also just as rare for him to share the stage with Governor Arnold Schwarzenegger. In fact, the last time that Thomas L. Friedman and Governor Schwarzenegger had shared a stage was the COP15 conference in Copenhagen. The message from both men was

clear, other countries aspire to live like Americans, but Americans are not taking care of their environment. Without purposeful dedication to rethinking how we use and produce resources the harm of global warming will become apparent faster than any of us can predict.

Mr. Friedman outlined told the audience that we needed to develop “an ecosystem of rules, standards, regulations and most importantly price signals to stimulate 10,000 green innovators in 10,000 garages to try 10,000 things and give us abundant, cheap, clean, reliable electrons.”

Governor Schwarzenegger's concerns were more immediate. September 30 marked the anniversary of AB 32, his landmark legislation that would reduce greenhouse gas emissions to 1990 levels by 2020. In November 2010, Californian's would have the opportunity to vote on whether to continue AB 32's implementation with proposition 23, and Governor Schwarzenegger wanted every member of the audience to understand that AB 32 was essential to building a better future for California. Governor Schwarzenegger remarked that we “will not see an energy bill in Washington. So it is essential for California to push back and beating Proposition 23. If we are successful with that, you will see that we will have the power of influencing Washington and to go and have another energy bill ready and environmental bill ready next year. Because California has always been the motivator in that.” The remarks of both men were direct - everyone had to get involved – whether it be by driving less, installing smart meters, or embracing alternative forms of energy. Governor Schwarzenegger encouraged everyone “to make sacrifices,” and to embrace “changes and so on that are sometimes difficult. But we've got to do it. We have no choice, because time is running out.” Thomas Friedman put it a little differently. For him, “Green is Geopolitical, Geostrategic, Geoeconomic, capitalistic, innovative, patriotic. Green is the new red white and blue.”



Mehmet Oz, MD

Day-time Emmy Award winning host of “The Dr. Oz Show” and Vice-Chair and Professor of Surgery at Columbia University

Luther Burbank High School | October 23, 2010

Green is healthy...

When people think about the environment, the health and wellness component of sustainability is often overlooked. To avoid this, Mayor Kevin Johnson convened Greenwise Sacramento during the October launch of HealthCorps, an initiative started by Dr. Mehmet Oz to combat childhood obesity and promote

wellness and nutrition. Over 500 people met at Luther Burbank High School to help build a school garden and to hear Dr. Oz discuss how diet and exercise can reduce risk of disease, heart attacks and diabetes. The remarks from Mayor Johnson and from Dr. Oz focused on how Sacramento can alter its status as the most obese county in the state by relying on one of its competitive advantages – our abundance of fruits and vegetables. For Dr. Oz, the answer could come in the form of a strong mayor and strong school leadership. “Put those things together and you’ve got the recipe to make Sacramento grow. There are very few places around the country that have the access to fruits and vegetables like you do; it is disconcerting to see you so high on the obesity list.”



Robert F. Kennedy Jr.

Environmental Activist, Author and Lawyer

Sacramento Hyatt Regency Hotel | November 19, 2010

Green energy...

November’s Greenwise Sacramento meeting got off to a slow start, but ended with a burst of energy that not one of the 375 participants would soon forget. After being delayed for two hours in Portland, Oregon’s airport, Robert F. Kennedy, Jr. took to the Greenwise stage to remind the audience that environmental advocacy is not just about protecting the birds and the trees,

but it is also about preserving the infrastructure of our lives so that future generations can enjoy natural resources as their parents and grandparents did. He chastised America for being carbon dependent and outlined what he perceived to be the three biggest obstacles for reducing carbon dependency.

First, we have to reduce the subsidies that support dirty energy sources like coal and gas. Second, we need to update our energy transmission system so that it can transport the new sources of energy as each new source comes online. Finally, we need a national marketplace for energy that lets every American become an energy entrepreneur so that we are rewarding those who are energy efficient, and punishing those that are inefficient and prone to waste.

December 7, 2010

Green stimulus...

When Mayor Johnson launched Greenwise Sacramento at the California Museum in May 2010, he stated that he was launching at the Museum because he wanted Greenwise to be a history-maker. It was only fitting then that the final Greenwise meeting feature one of California's history-makers, and a California Hall of Fame inductee, Alice Waters. Ms. Waters, the co-owner of Chez Panisse, came bearing snacks for the audience – organic dates, clementines and biscotti – to share her appreciation of food and to educate the audience on why it is important to support locally grown, seasonal food. Her comments focused on how important local food movements are to the local economies, as every dollar spent locally contributes as much as two to three times more to the community than spending at non-local businesses. Ms. Waters described how teaching children to enjoy eating fresh, local food, as she has done with her Edible Schoolyards programs across the country, is beneficial for both the child and the farmer. Her belief that we should “reinvest in public education by coming through the lunchroom door” would help protect the livelihood of the farmer and would improve the health of each student. By “providing breakfast, lunch and an afternoon snack to every child for free, we can green the city, the state and the nation. If we begin in kindergarten, every child will grow up with a set of values that will teach children how to take care of the land, how to feed themselves and how to communicate at the table.” In short, it is our responsibility as policymakers to advocate for the nutrition of our children. Greenwise Sacramento can do just that by building local support for agriculture into our plan.



Phil Kampel Photography

The Greenwise Youth Summit

Early in the Greenwise Sacramento initiative, Alec Looz reminded the “ruling generation” of adults to consider the needs of future generations. And that is exactly what Mayor Johnson did when he asked 100 youth from across the six-county region to convene and share their ideas for making the future brighter.

On November 13, 2010, Greenwise Sacramento, the Placer County Youth Commission, and the Alliance for Climate Education (ACE) hosted a Greenwise Youth Summit. The Summit showcased presentations from ACE, performances from the Auburn Hip Hop Congress, and an inspirational talk from U.C. Davis Professor Dr. Michael Ziccardi, the veterinarian responsible for rescuing the animals endangered by the BP Gulf Oil Spill and the Director of the Oiled Wildlife Care Network.

Mayor Johnson welcomed participants by reminding them that their voice mattered – and that their vision for the Sacramento region in 2020 was just as important as any adults. He encouraged them to participate in the iMatter March, a nationwide million one million youth march that will take place on May 8, 2011. He asked them to live as if their future matters, either by participating in the march, by volunteering 12 hours to something “green” in their community, or by starting a Climate Action Team at their high school.

A presentation from the ACE reinforced the Mayor’s message. Urging students to “D.O.T.”, (Do One Thing) to help the environment, ACE educated the students about the consequences of climate change and reminded them that they are instrumental in affecting change.

It was then the students turn to share their thoughts on what they could do to make Sacramento the greenest region in the country and the hub of green technology. Offering to start more green clubs at schools, eat more local produce, and carry reusable water bottles, Youth Summit participants told the adults in the crowd to make green cool, to bring organic food into schools, and to offer more green education and training opportunities for students. Their vision for Sacramento included more green jobs, more green businesses and schools, and more trees in parks across the region.

Dr. Michael Ziccardi offered the final words of the day with his presentation on what students could do prevent disasters like the BP Gulf Oil Spill. He reminded students that until we reduce our dependence on oil the main thing that we can do is make accidents like the BP Oil spill as few and far between as we can. He told students, “It’s you I think that can make the biggest difference. You can find creative ways to reduce our dependence on oil, as well as showing compassion to wildlife and nature, maybe even spending time and energy - and possibly your career – caring for marine animals, and you can change our future. Based on the energy and the information you guys have just presented, I am very confident that many, if not all of you can implement those changes, for us, for our society and for our future.”

One participant, Jill Wirt, left the Summit energized to do more. “Everything I learned makes me want to do something big, and be a part of a big movement to fight the cause of climate change in the world.”

Process to Develop Transformational Goals

In late September 2010, the work of the five Policy Committees was consolidated and reviewed by the Leadership Team. Each Policy Committee submitted dozens of focused action items and strategies. The Leadership Team reviewed these actions and strategies and developed a framework to incorporate the transformational goals and the key objectives necessary to transform Sacramento in the Emerald Valley. The Team went through a process to establish three levels of goal setting: foundational goals, Tier 1 goals, and (formally called Tier 2 catalytic ideas), the Greenwise Transformational Goals.

Foundational Goals.

Each Policy Committee brainstormed goals, strategies and actions within their area of focus. These included programs that are mandated by state law, Board policy, or programs that are ongoing and improve the quality of life in the region. The five Policy Committees are represented by the flags with the initials of each Policy Committee.

Tier 1 Goals.

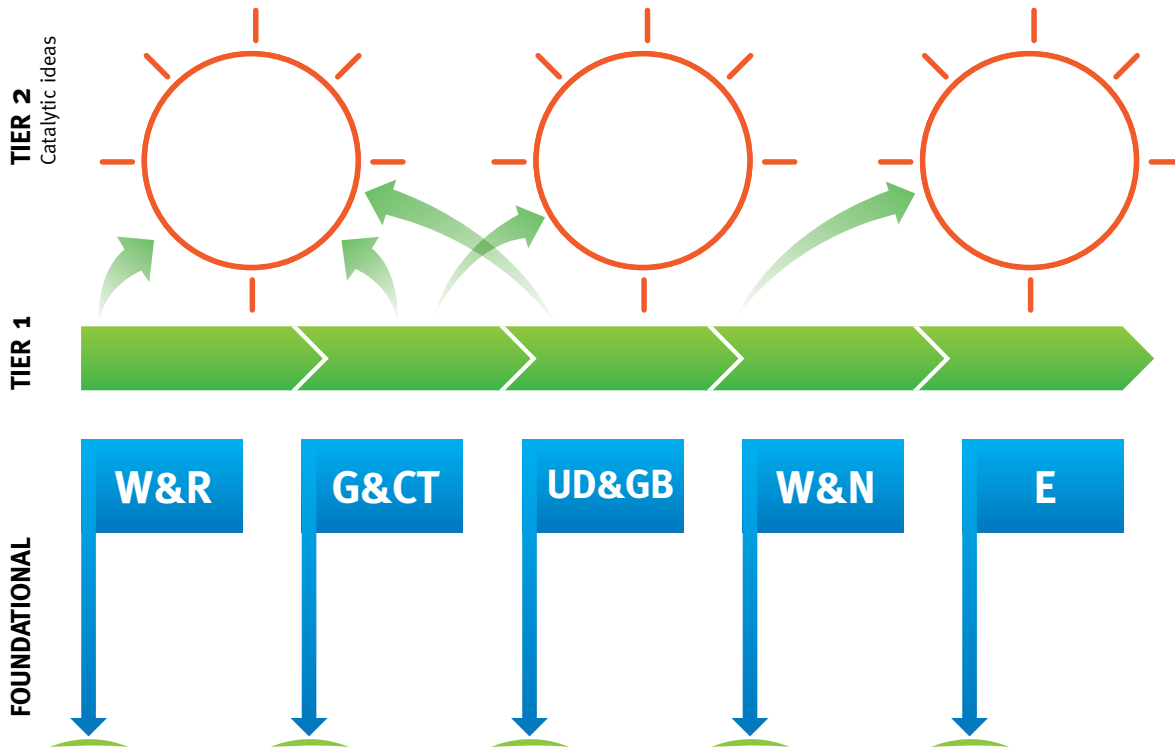
Tier 1 goal setting represents the integration of goals developed by each Policy Committee. Tier 1 goals highlight the places where jobs created by strategies in the individual focus areas overlap.

Most plans stop at Tier 1 goals. The Greenwise Leadership Team decided to go to the next level. The Leadership Team realized that merely stitching together the work of the committees would not be enough to achieve Mayor Johnson's shared vision and transform the region. Moreover, during the goal setting discussion, leaders like John DiStasio, the General Manager of SMUD, challenged the team to take the next step to look for ways to harness the unique parts of each focus area. The Leadership Team also understood this to be the purpose of the Mayor's initiative – to build upon the work already being done to take the region's efforts to the next level.

Tier 2 Goals.

These goals seek to recombine the Policy Committee goals in original ways to develop breakthrough regional goals. These **game changing** goals that will focus on catalytic ideas, help organize, implement, and bring new resources to the Sacramento region. The goals are bold, inclusive, and purposefully represent the work of hundreds of participants involved in Greenwise since May 2010.

The illustration below describes the Transformational Goal setting process.



During October and November, the Policy Committees and core team members continued meeting to review the Greenwise objectives and supporting projects. Goals were refined by Mayor Johnson and his office, more detail was added, and the action items are now included in the Regional Action Plan.

The result is a Greenwise Sacramento Regional Action Plan which establishes a bold vision for implementation through 2020. This is the region's business plan to build on Sacramento's innovation, intellect, and influence. A few signature projects will begin in 2011 and work on projects to meet mandates will continue. The successes anticipated in the next three years will be documented in an annual report and throughout the year on an interactive website.

The strategies and action items that support the goals will require a concerted effort to fund, implement, and measure. An Implementation Strategy is critical to ensure both the short and long-term success of the Regional Action Plan.

Sacramento: Where innovative policy is created

As the State Capital of California, Sacramento is where the innovative policies to shape the clean energy technology economy and protect California's environment are debated, refined and approved.

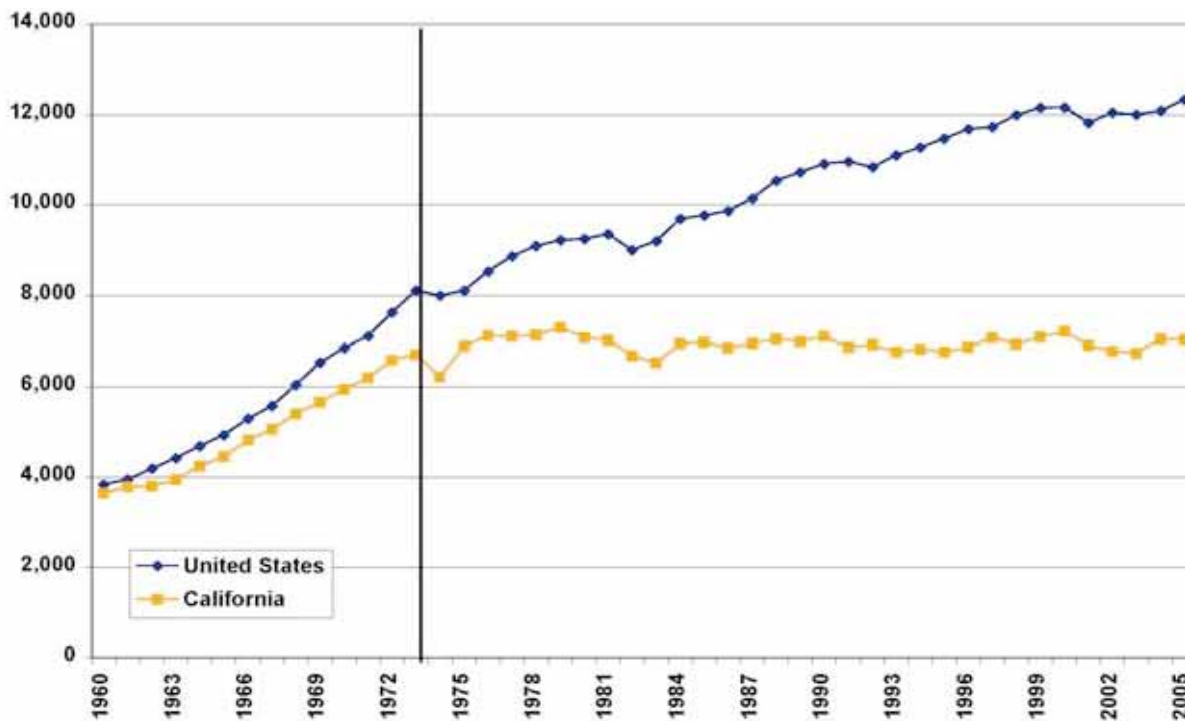
The governor, the State Legislature, and a number of state agencies have created the most aggressive green portfolio of laws, executive orders, incentives, and enforcement measures in the United States.

As a result, Sacramento is home to the intellectual capital and the leadership that form an incredible foundation for future economic prosperity and a sustainable region.

California's Green Portfolio

Dating back to 1978, California lawmakers and state agencies have established California as a world-wide leader in environmental policy. Energy efficiency legislation has saved consumers billions of dollars and kept per capita energy usage in California flat as compared to the rest of the country.¹

Figure 1 California Holds the Line on Electricity Consumption
(Per Capita Electricity Sales in Kilowatt Hours per Person)



Source: California Energy Commission

Climate change legislation to quantify and reduce greenhouse gas emissions is among the most significant environmental legislation in the State's history. More recently, water conservation laws address the need for urgent action to protect this increasingly valuable natural resource. And, regulations to reduce the amount of solid waste buried in landfills have diverted millions of tons of material during the past 25 years.

These innovative policies have produced numerous new industries and technologies, and created thousands of new jobs in the state.²

¹ Schwarzenegger, Arnold, and California Energy Commission. Integrated Energy Policy Report. Rep. 2007. Web. 19 Jan. 2011. <http://www.energy.ca.gov/2007publications/CEC-100-2007-008/CEC-100-2007-008-CMF-ES.PDF>

² Next 10. Many Shades of Green: Diversity and Distribution of California's Green Collar Jobs. Rep. Comp. Collaborative Economics. 2009. Print.

The green portfolio of legislation, executive orders, and state agency rulemaking includes the following:

Climate Change	Energy	Water	Solid Waste
<p>Senate Bill 1771 (2001): Requires the California Energy Commission (CEC) to prepare an inventory of the state’s GHG emissions and a methodology to provide information on the costs and methods for reducing GHGs.</p> <p>Senate Bill 527 (2001): Establishes the California Climate Action Registry to serve as a certifying agency for companies and local governments and to quantify and register GHGs for possible future trading systems.</p> <p>Executive Order S-3-05 (2006): Sets a goal of reducing GHG emissions to 1990 levels by 2020 and a long-range reduction target of 80% below 1990 levels by 2050.</p> <p>Assembly Bill 32 Global Warming Solutions Act (2006): Codifies goal of reducing statewide GHG emissions to 1990 levels by 2020 and 80% below 1990 levels by 2050. Assigned implementation duties to the California Air Resources Board.</p> <p>Climate Change Scoping Plan (2008): Delineates the State’s Plan to achieve the GHG reductions required by 2020 per Assembly Bill 32.</p>	<p>Title 24 (1978): Establishes energy efficiency standards for buildings and appliances.</p> <p>Assembly Bill 1890 (1996): Requires the collection of ratepayer funds to be used for energy efficiency, renewable energy research, and demand reduction.</p> <p>Senate Bill 1078 (2002) and Senate Bill 107 (2006): Establishes a Renewable Portfolio Standards Program requiring electricity providers to increase purchases of renewable energy resources by one percent per year until a portfolio of 20% per year is attained. Requirement was accelerated to 20% by 2010 with the 2006 legislation.</p> <p>Senate Bill 1368 (2006): Requires the CEC and California Public Utilities Commission to establish emissions performance standards for any long-term power commitment made by electric utilities including purchases from out-of-state providers.</p> <p>Senate Bill 1 - Million Solar Roofs (2006): Sets goal of installing photovoltaic systems on one million roofs in California by 2017. Provides rebates.</p>	<p>Assembly Bill 2572 (2004): Requires installation and use of water meters by 2025 across California. Purveyors in the region with U.S. Bureau of Reclamation water sources were already subject to the 1992 Central Valley Improvement Project Act requirement to meter water and bill for actual use by 2013.</p> <p>Urban Water Management Planning Act (2005): Requires urban water suppliers to prepare urban water management plan every five years, requires efficient use of available water supplies and a plan for 25-year water supply reliability. The plan must describe how to respond during normal, dry and multiple dry years.</p> <p>Assembly Bill 1881 (2006): The Department of Water Resources (DWR) requires each jurisdiction to either adopt DWR’s model landscape ordinance or adopt a jurisdiction-specific ordinance with similar requirements. Establishes water budgets and plant types for community-wide landscapes.</p>	<p>Assembly Bill 2020 (1986) and Assembly Bill 3056 (2007): Sets redemption value for beverage containers, processing fee for recyclers, establishes convenience zone recycling centers, directed unredeemed funds to recycling projects and certified recyclers.</p> <p>Assembly Bill 939 (1989): Requires diversion of a minimum of 50 percent waste stream to beneficial reuse or recycling.</p> <p>Senate Bill 20 (2003): Establishes a funding system for the collection and recycling of certain electronic wastes. The California Department of Resources Recycling and Recovery adopted regulations to implement.</p> <p>Senate Bill 1016 (2008): Establishes a per capita disposal measurement system which uses two factors: a jurisdiction’s population (or in some cases employment) and its disposal as reported by disposal facilities. In this updated measurement, jurisdictions must work toward decreasing the average pounds of waste disposed of per person per day. A decreasing number is an indication of success.</p>

Climate Change	Energy	Water	Solid Waste
<p>California Cap-and Trade Program (2010): Sets a statewide limit on the emissions from sources responsible for 80 percent of California's greenhouse gas emissions and establishes a price signal for carbon. The initial phase begins in 2012 and includes all major industrial sources along with utilities; a second phase starts in 2015 and affects distributors of transportation fuels, natural gas and other fuels.</p>	<p>Assembly Bill 811 (2008): Enables public financing options for energy efficiency and renewable energy production.</p> <p>Executive Order S-14-08 (2008): Sets a target of 33 percent of electricity sold in California be from renewable energy by 2020.</p> <p>Assembly Bill 920 (2009): Requires California utility companies to pay households or businesses for any for excess power generated from solar and wind power systems.</p> <p>Executive Order S-21-09 (2009): Directs the California Air Resources Board to adopt regulations requiring 33 percent of electricity sold in the state come from renewable energy by 2020 thereby increasing the state's Renewable Portfolio Standard.</p> <p>Assembly Bill 758 (2009): Requires California Energy Commission to develop and implement a comprehensive program to achieve greater energy savings in California's existing residential and nonresidential buildings.</p> <p>California Green Building Standards Code – Part 11 of Title 24 or CALGreen Code (2010): Establishes mandatory requirements for new residential and non-residential buildings throughout California effective January 1, 2011. The purpose is to reduce construction waste, improve building efficiency in the use of energy and materials, and reduce the environmental impact during construction and building operation.</p>	<p>Senate Bill 7 (2009): Requires the State to achieve 19% and 20% reductions in per capita water use by 2015 and 2020 respectively. Non-compliance by local water providers will make them ineligible for state grant or loan funding, and water rights would need to be renegotiated.</p> <p>Senate Bill 407 (2009): Requires that water-conserving plumbing fixtures replace non-compliant fixtures as a condition of property transfers or improvements.</p>	<p>Assembly Bill 2020 (1986) and Assembly Bill 3056 (2007): Sets redemption value for beverage containers, processing fee for recyclers, establishes convenience zone recycling centers, directed unredeemed funds to recycling projects and certified recyclers.</p> <p>Assembly Bill 939 (1989): Requires diversion of a minimum of 50 percent waste stream to beneficial reuse or recycling.</p> <p>Senate Bill 20 (2003): Establishes a funding system for the collection and recycling of certain electronic wastes. The California Department of Resources Recycling and Recovery adopted regulations to implement.</p> <p>Senate Bill 1016 (2008): Establishes a per capita disposal measurement system which uses two factors: a jurisdiction's population (or in some cases employment) and its disposal as reported by disposal facilities. In this updated measurement, jurisdictions must work toward decreasing the average pounds of waste disposed of per person per day. A decreasing number is an indication of success.</p>

The Sacramento Region: Where Collaboration Drives Outcomes

The Sacramento region has an impressive portfolio of collaborative efforts in thoughtful land use planning, innovative utilities, academic leadership, integrated water management, and agricultural production.

- The Sacramento Region Blueprint established the region as a leader in linking land use and transportation planning for an integrated approach to improving air quality and creating sustainable communities.
- Early adoption of aggressive renewable energy portfolio standards by the local electric utilities, and the highest installation of solar panels and kilowatt capacity per capita in the United States make the region a renewable energy standout.
- Academic leadership at the University of California, Davis, California State University–Sacramento, and Los Rios Community College District anchor the research and educated labor force assets in the region.
- The region’s water utilities negotiated a Water Forum Agreement and participate in the regional Water Authority.
- Fertile agricultural land and ranch properties that are among the most productive in the country provide a learning laboratory for bioscience research and an opportunity to demonstrate local food demand is a sustainable economic driver.

A sample of the outcomes that demonstrate Sacramento’s leadership and collaboration is included in the Greenwise Sacramento Regional Action Plan as Appendix 1. This inventory was prepared by the five Policy Committees in June 2010. The assessment, while not a complete list, clearly shows that Sacramento is a region where the work of individual agencies, and the collaboration between them, drives outcomes. The region has laid the foundation for the future success in accomplishing our transformational goals.

The Sacramento Region: Where Local Governments Lead by Example

The Sacramento region includes 22 cities and six counties.³ Various jurisdictions within the region have prepared baseline greenhouse gas (GHG) emissions inventories to determine current emissions levels from city operations and community-wide sources. Several cities and counties have also begun work or completed Climate Action Plans either as a part of or complementary to their General Plans.

As part of the Sacramento Greenwise Initiative, the project team prepared an inventory of the jurisdictions who are leading by example to reduce emissions and make investments in sustainable practices. Appendix 2 includes the inventory of work by the individual cities and counties. The sources for the attached information include the Governor’s Office of Planning

³ Sacramento Area Council of Governments. “Rural-Urban Connections Strategy for the Sacramento Region.” SACOG. Web. 19 Jan. 2011. <http://www.sacog.org/rucs/>.

and Research (OPR) **California Planners' Book of Lists 2010** and unpublished work by the Public Policy Institute of California (PPIC). The survey information was updated during the Greenwise Initiative with information provided by participants from local governments.

The Climate Action Plans prepared by the 15 jurisdictions in the region to date include hundreds of strategies and actions to reduce emissions and create a market for local green products and services. These measures will contribute to the Sacramento region's continued leadership and will be supported through implementation of Greenwise.

The Sacramento Region: Where Innovative Policy is Implemented

Senate Bill 375 and the Sacramento Region's Leadership

Senate Bill 375, authored by Senator Darrell Steinberg of Sacramento and signed by Governor Schwarzenegger in 2008, requires the California Air Resources Board (ARB) to develop regional greenhouse gas emission targets for automobiles and light trucks. Metropolitan Planning Organizations in 18 California regions, including the Sacramento Area Council of Governments (SACOG), will each create a Sustainable Communities Strategy, combining transportation and land use elements to serve as a plan for achieving the emission reductions targets.

The California Air Resources Board established the Regional Targets Advisory Committee (RTAC) and tasked the Committee with providing recommendations on the principles and methodologies for the target-setting process. SACOG Executive Director Mike McKeever served as statewide chair of the RTAC. The RTAC submitted its recommendations to the Air Resources Board on September 29, 2009.

As required by SB 375, SACOG approved regional Greenhouse Gas emission targets for passenger vehicles consistent with the State recommendations before the September 30, 2010 deadline. On August 12, 2010, the SACOG Board of Directors approved a reduction of seven percent (7%) per capita reduction for passenger vehicles by 2020 and a sixteen percent (16%) reduction by 2035 compared to 2005 levels.

On October 15, 2010, a consortium of partner agencies led by SACOG was awarded a \$1.5 million grant from the Sustainable Communities Regional Planning Grant program, part of a new federal Interagency Partnership for Sustainable Communities. The Sacramento area was just one of two California applicants to be awarded funds. The grant will be used to help the Sacramento region plan for the construction of housing and employment centers in high-frequency transit areas. The funds will also be used to integrate natural resources planning with other local and regional planning helping the region to both implement the nationally-recognized SACOG Blueprint Plan and to meet the requirements of SB 375.

The leadership of the SACOG Board and Executive Director Mike McKeever, collaboration of partner agencies, and recognition in the form of funding from the federal government is critical to making the region a model in sustainable communities planning and in meeting the SB 375 passenger vehicle emission reduction targets.

Sources: Sacramento Area Council of Governments, California Air Resources Board



Phil Kampel Photography

The Sacramento Region's Story: Challenges and Competitive Advantages

The Challenges

At the May 2010 launch of Sacramento Greenwise, Mayor Kevin Johnson spoke to the current economic and environmental challenges in the Sacramento region. Sacramento's economy is strained because of its double-digit unemployment rate. Foreclosures are at an all time high. Sacramento's dependence on government jobs and the construction industry, both of which have been disproportionately hard hit by the recession, demonstrate need to diversify employment throughout the region. While Sacramento is not unique in facing these challenges, the opportunity to stimulate the economy and create new jobs must be the top priority of the region's collective endeavors.

Environmental challenges are also present with nearly every resource in the region. Increasing demands for water, energy, and solid waste capacity, unhealthy air, and traffic congestion necessitate an effort to engage the entire community and focus on the area's environmental health and resource efficiency and conservation.

State mandates, including AB 32 and SB 375, require the region and its key industries to reduce emissions. More definitive regulations will be forthcoming from agencies like the California Air Resources Board (ARB). Various state laws passed during the past two decades also mandate reduced water use, per capita solid waste per person buried in landfills and greener new construction.

Sacramento's Competitive Advantages

Sacramento's competitive advantages, can help create a brighter future. The Sacramento region has an impressive portfolio of collaboration in sustainable policy, renewable energy, academic leadership, resource management and green job growth. Sacramento's intellect, innovation and influence have already stimulated growth in many sectors of the green economy.

Intellect. Academic leadership at the University of California, Davis and California State University-Sacramento anchor the research and educated labor force assets in the region. Our community colleges are educating the green workforce of the future with programs such as the Los Rios Community College District's Green Force Initiative.

Innovation. The Sacramento region's clean technology cluster includes dozens of companies developing products for the local market and for export beyond the region. Early adoption of aggressive renewable energy portfolio standards by the local electric utilities and the highest installation of solar per capita in the United States make the region a renewable energy standout. The Sacramento Region Blueprint established the region as a thought leader in linking land use and transportation for an integrated approach to improving air quality and creating sustainable communities.

Influence. As the State Capitol of California, Sacramento is a hub for international environmental leadership. From the Governor’s Office to the California Energy Commission, the thought leaders in revolutionary environmental policy are here in Sacramento.

Geography. Sacramento’s natural resources and location also make this an ideal place for the green economy to take root. Fertile agricultural land and ranch properties provide a learning laboratory for bioscience research and an opportunity to demonstrate local food demand is a sustainable economic driver. The region boasts 320 days of sunshine, wind and geothermal sources, and proximity to successful, innovative neighboring regions such as the Silicon Valley. Sacramento also has an extraordinary quality of life with affordable housing, outdoor recreation, low cost utilities, and opportunities for support from and involvement in the local community.

The Sacramento Region's Story: Economy and Environmental Indicators

To focus action in the region and measure progress, the Regional Action Plan includes baseline data from several sources, and indicators to be measured by the Greenwise implementation team. The purpose of these indicators is to measure specific outcomes and ultimately, the full impact of the Plan in the Sacramento region over time. Not every objective detailed in this plan has an indicator, and additional indicators specific to individual strategies and actions will be developed over time. Many of the Engagement objectives are action-specific and baseline data for its proposed programs does not yet exist. Evaluation tools will be developed during Greenwise implementation to measure community engagement, and the results will be included in future progress reports.

Sources

Several of the baseline data sources were identified by Greenwise Policy Committee members as well as the core staff team during the initiative. Data was collected by participants as part of the process to scan survey activities already underway in the region and additional research occurred throughout the initiative.

As the Regional Action Plan was being drafted in December 2010, three key sources for some of the indicators were published.

First and most significant as a resource to the Greenwise Sacramento Regional Action Plan is the **2010 California Regional Progress Report**. The purpose of this report is to benchmark and measure the progress of regions moving toward sustainability.⁴ The report was first prepared in 2007 and updated in 2010 with additional indicators added to the Regional Sustainability Framework. The Greenwise Sacramento Regional Action Plan includes a number of graphics and indicators from the California Regional Progress Report and will use the reports prepared for the Strategic Growth Council over time to benchmark progress in the Sacramento area.

Next is published **“Many Shades of Green: Regional Distribution and Trends in California’s Green Economy, 2011.”** The annual study includes data collected and analyzed by Collaborative Economics regarding the green economy and was released in Sacramento at a January 19, 2011 press conference. The authors shared the data with Greenwise in advance of the release to be included in this report.

The Sacramento Area Council of Governments released an initial market assessment for the region’s agricultural industry as part of the Rural-Urban Connections Strategy (RUCS) public event on December 10, 2010. The data contained in this report has been invaluable to the Greenwise effort and high-level objective for the region to buy more food produced locally.

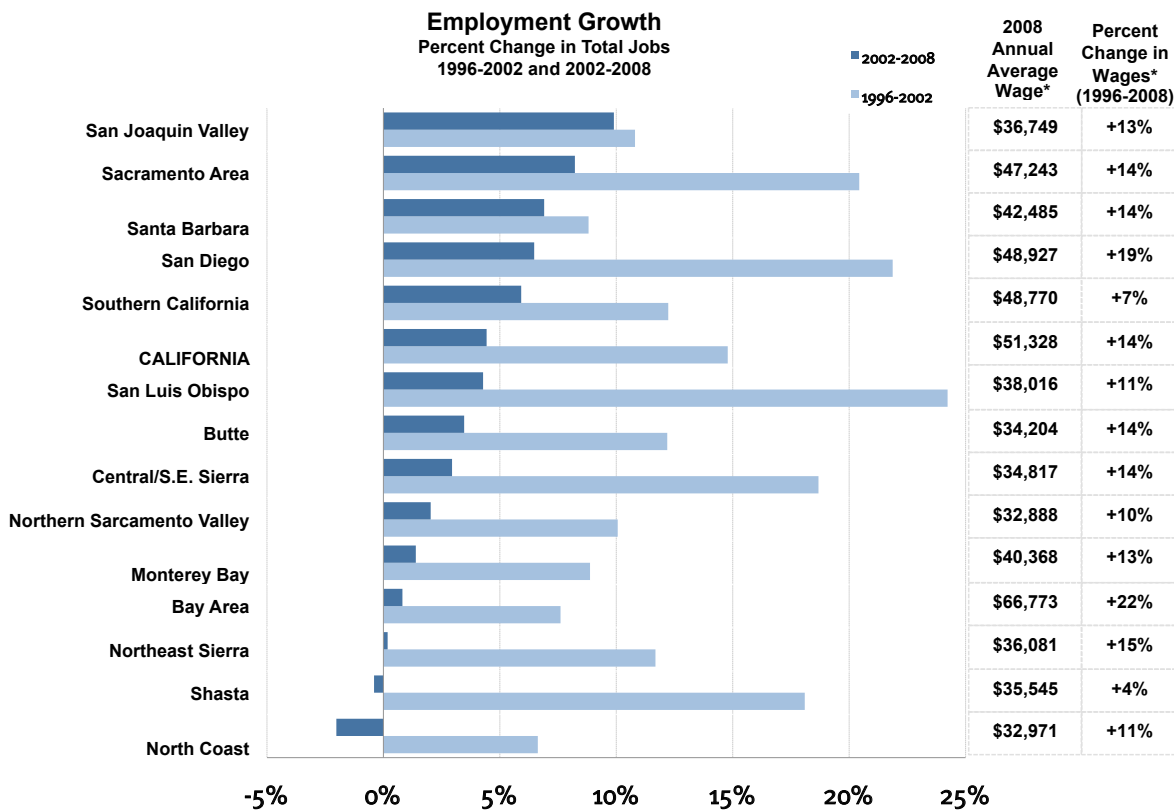
⁴ Applied Development Economics, Inc., Collaborative Economics, Inc., Information Center for the Environment at UC Davis, and CALCOG Member Agencies. 2010 California Regional Progress Report. Rep. 2010. Print.

Economy

The first objective that supports the Transformational Goal of creating a self-sustaining sector in the Sacramento region is the doubling of the number of green jobs in the six-county area. There are three indicators that will be tracked through 2020 to measure progress in growing and diversifying the Sacramento economy: Sacramento region employment growth, the number of jobs in Sacramento by industry and green jobs in Sacramento.

Sacramento Region Employment Growth. Sacramento employment growth was especially strong from 1996-2002 as the region attracted new investment, had significant in-migration from other areas, and had growth in nearly every sector. Data published in the 2010 California Regional Progress report shown

Figure 2. Employment Growth



*Annual Average Wage is adjusted for inflation and shown in 2009 dollars.

Data Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment of Wages (QCEW)

Analysis: Collaborative Economics.

While growth slowed from 2002 to 2008, the region still saw an overall 14% growth and was among the strongest performing regions in the state despite the economic downturn. This overall job growth will be measured and reported as an overall indicator of the Sacramento economy's strength during the next ten years and hopefully will be bolstered by growth in the green economy.

Sacramento Employment by Industry. Statistics from the State’s Employment Development Department show that of the eleven major sectors in the region, Sacramento has a disproportionate share of government employment and is heavily reliant on development-related sectors such as construction and financial services.⁵ According to the Center for Strategic Economic Research, the construction sector has seen a 39% reduction in employment numbers in the region since 2004. Manufacturing has also seen a significant decline in Sacramento. Agriculture has actually grown slightly and education and health care employment have jumped most dramatically with a 17% increase since 1999.

Table 1.

Sacramento Region Annual Average Employment by Industry								
								% Change
Industry Sector	1999	2004	2005	2006	2007	2008	2009	2004-2009
Total, All Industries	821,000	910,000	932,500	952,300	957,400	934,800	884,400	-2.8%
Total Nonfarm	806,000	897,700	920,400	940,200	944,700	922,300	871,500	-2.9%
Agriculture	15,000	12,400	12,200	12,000	12,600	12,600	13,000	4.8%
Mining and Logging	1,100	900	900	900	1,000	1,100	800	-11.1%
Construction	50,000	73,300	75,800	73,300	69,300	58,200	44,500	-39.3%
Manufacturing	51,300	45,500	45,600	45,200	43,400	41,000	36,400	-20.0%
Trade, Transportation & Utilities	141,800	153,900	157,000	162,200	162,000	155,000	142,300	-7.5%
Information	19,100	21,300	20,300	20,400	20,500	19,700	18,800	-11.7%
Financial Activities	54,700	61,900	65,000	66,100	63,300	58,900	55,000	-11.1%
Professional & Business Services	104,100	106,000	111,800	115,800	115,400	113,100	103,400	-2.5%
Educational & Health Services	71,000	89,600	93,400	97,600	102,500	105,300	105,200	17.4%
Leisure & Hospitality	69,500	83,300	85,500	88,900	90,200	89,600	85,500	2.6%
Other Services	27,200	29,800	29,700	29,500	30,200	30,700	29,700	-0.3%
Government	216,400	232,500	235,400	240,300	246,900	249,800	249,900	7.5%

Center for Strategic Economic Research, December 2010

Data Source: CA Employment Development Department, Labor Market Information Division (LMI), Annual Average Employment by Industry Data; Note: Differences due to rounding.

The Greenwise Sacramento Regional Action Plan seeks to diversify the region’s economy. Creating green jobs will be a critical part of this goal. The Greenwise implementation team will continue to track the composition of the employment by industry and report annually. Determining the percentage of green jobs in the region will be greatly assisted by changes to the North American Industry Classification System (NAICS) in 2012. This is used by government and business to classify businesses into the type of economic activity they produce. The methodology is being revised to account for the knowledge-based economy and to add green job classifications. This will be reflected in data published by federal and state agencies after 2012 and then will be tracked in the Greenwise annual reports.

⁵ State of California Employment Development Department

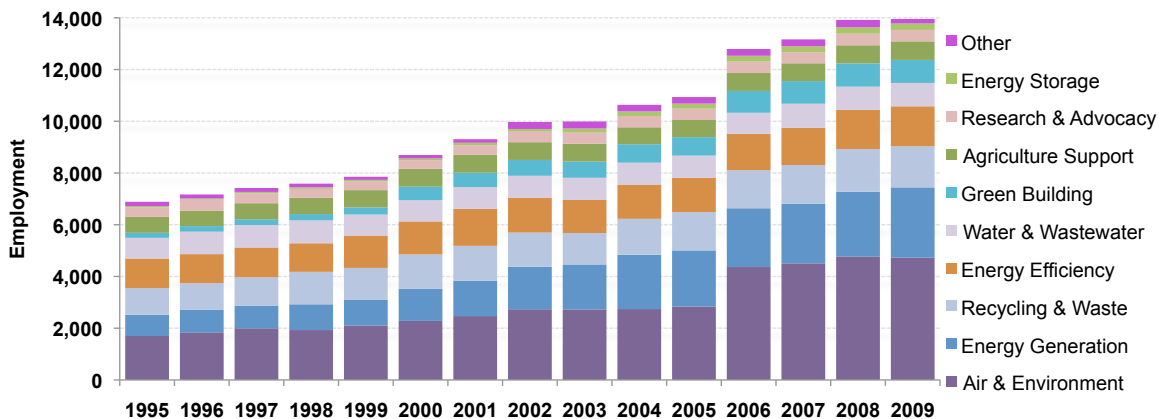
Green Employment. The definitions of the green economy and green jobs vary among researchers and economists. The most widely used definition used by green economy studies over the past two years has defined the green economy as the development and use of products and services that promote environmental protection and energy security. It is comprised of industries and businesses engaged in:

- Energy efficiency
- Renewable energy
- Preventing and reducing pollution
- Mitigating or cleaning up pollution

Next 10's **Many Shades of Green: Regional Distribution and Trends in California's Green Economy, 2011** shows that the Sacramento area has consistently led the way in the green economy.⁶ From 1995 to 2009, companies created 7,100 new jobs resulting in a 103% increase over that time period. The energy generation sector and green building sectors saw significant growth. Both are targeted by Greenwise as opportunities to continue Sacramento's leadership in green job growth.

For consistency, Greenwise will continue to use the research in the Next 10 report as the annual source for green job growth. The 2010 California Regional Progress Report also includes the Collaborative Economics work published by Next 10 as their indicator for green employment.

Figure 3. Employment by Green Segment



Note: The growth in Air & Environment in 2006 is due to the creation of a single company.

Other includes Business Services, Finance & Investment, Transportation, Advanced Materials and Energy Infrastructure

Data Source: Green Establishment Database

Analysis: Collaborative Economics

⁶ Next 10. Many Shades of Green: Regional Distribution and Trends in California's Green Economy. Rep. Comp. Collaborative Economics. 2011. Print.

Funding for the Green Economy. Greenwise implementation will track and report funds that come into the region, or are generated within the region, to finance local investment and job creation.

This will include federal funding such as the significant one-time investment received from the American Reinvestment and Recovery Act (ARRA) of 2009. The Sacramento region has received over \$297 million in funding, supporting many competitive programs with a strong focus on energy efficiency and renewable energy. The volume and diversity of the grants demonstrates the collaborative nature of the region's organizations and the alignment of the region with the federal government's direction to invest in job creation and a clean energy economy.

Venture capital funding is of particular interest to the clean energy technology companies in the Sacramento region. A focused effort to develop fundable companies through the region's academic institutions is included in the Regional Action Plan. Keeping and attracting smart people in the Sacramento region is critical. The Greenwise implementation team will work with the existing venture capital firms in the region to support their work and to attract venture capital from outside of the region.

Funding from sources within the region will also be tracked and measured. The proposal to invest local treasury funds in low-risk projects such as school energy and water efficiency retrofits will be one of the early signature projects of the Greenwise implementation.

Building Retrofits by Housing Units and Square Footage. The Greenwise Sacramento Regional Action Plan includes three primary existing building retrofit goals. At the end of ten years, 25% of the residential housing stock, commercial and industrial buildings and school facilities will be upgraded for energy efficiency and water conservation.

Retrofit includes both energy efficiency and water conservation measures to reduce energy usage and water usage by at least 20%.

Existing Residential. According to the State Department of Finance data, there are over 927,000 housing units in the Sacramento region as of May 2010.⁷

⁷ State of California, Department of Finance, E-5 Population and Housing Estimates for Cities, Counties and the State, 2001-2010

Table 2.

SACOG Region Housing Unit Estimates						
May 1, 2010	HOUSING UNITS					
	SINGLE			MULTIPLE		
	TOTAL	DETACHED	ATTACHED	2 TO 4	5 PLUS	MOBILE HOMES
El Dorado County	84,449	68,562	1,833	3,705	5,980	4,369
Placer County	150,682	117,728	4,839	6,301	17,063	4,751
Sacramento County	556,208	357,475	34,483	37,052	111,401	15,797
Sutter County	33,772	24,903	1,203	1,911	4,027	1,728
Yolo County	74,224	42,980	5,032	4,810	17,674	3,728
Yuba County	28,244	18,992	1,292	1,632	2,382	3,946
	927,579	630,640	48,682	55,411	158,527	34,319

Source: State of California, Department of Finance, E-5 Population and Housing Estimates for Cities, Counties and the State, 2001-2010

The Greenwise implementation team will track retrofits of the housing stock. The goal is to retrofit 232,000 units by 2020. Energy usage and water conservation data will also be collected from electric, natural gas and water agencies to determine the savings from the upgrades. Data will also track whether the region is achieving the 20% reductions in energy and water usage.

Existing Commercial and Industrial. According to data researched and published by CBRE⁸, the Sacramento region has nearly 46 million square feet of retail space and 53 million square feet of office property. The data from CBRE was chosen as the most conservative among the brokerage offices in Sacramento and consistently available over time. Industrial square footage is not included due to limitations on data and the likelihood that energy and water conservation retrofits will be very limited in these facilities.

The Regional Action Plan includes a strategy to retrofit 25% or nearly 25 million square feet of commercial and office space in the region by 2020. This will be tracked through the creation of a central repository which will contain data on energy and water savings.

School Facilities. Siemens Building Facilities staff surveyed each of the region’s school districts and county superintendent offices to estimate the total square footage of public elementary and high school facilities in the six-county Sacramento region. There are approximately 750 schools in the region with a total building square footage estimate of nearly 65 million square feet.

⁸ CBRE, Market View Sacramento Retail and Sacramento Office, Third Quarter 2010

Table 3.

School Building Square Footage in Sacramento Region	
January 2011	
	SCHOOLS
El Dorado County	70
Placer County	112
Sacramento County	407
Sutter County	35
Yolo County	65
Yuba County	62
Total Schools	751
Source: Siemens Building Industry Survey, January 2011	

The Greenwise Implementation Plan includes tracking and measuring the efficiency of retrofits totaling 16,250,000 square feet of space or 25% of the existing buildings on campus.

Currently, there is no single information source for tracking existing building retrofit data across the Sacramento region. Utilities keep track of data for programs based on reporting requirements and some real estate companies track retrofits in their portfolios. Greenwise implementation will include a database or other mechanism to track retrofit data throughout the region and catalog the energy and water savings.

Percentage of Local Food and Products Grown and Consumed in Region. The Sacramento Area Council of Governments has been studying the regional agricultural market as part of the Rural-Urban Connection Strategy. The Sacramento Region Local Market Assessment Part 1, published December 10, 2010 states:

“Farmers and ranchers in the region produce 3.4 million tons of food annually. While this exceeds the 2.2 million tons of total food we consume, it doesn’t necessarily reflect what we eat. In fact, only about 2% of the food consumed in the region comes directly from local farmers and ranchers. We produce 1.8 million tons of vegetables annually, but 93 percent is in tomatoes, much of which is exported beyond our region. Of the 760,000 tons of grain produced in the region, 90 percent is rice, the vast majority of which is exported to Asia and the Middle East.

Less than 2 percent of the market is being met by local growers, whose products are available at farmers markets, in community supported agriculture (CSA boxes), and a handful of restaurants and stores. Due to the structure of our food production system and the markets they serve, the region’s producers and consumers rely on producers, aggregators, processors, and in many cases distributors and wholesalers outside the region to supply and sell nearly all of the food we produce and consume.”

⁹ Sacramento Area Council of Governments. “Rural-Urban Connections Strategy for the Sacramento Region.” SACOG. Web. 19 Jan. 2011. <http://www.sacog.org/rucs/>.

Table 4.

Annual SACOG Region Production & Consumption Estimates by Food Group (in tons)			
	Production	SACOG Consumption	
Food Group	SACOG Region Production	Max SACOG Consumption Estimate (tons)	Consumption as % of Production
Fruits	487,672	407,041	83%
Vegetables	1,812,834	403,561	22%
Protein	49,204	620,975	1262%
Milk	224,367	330,873	147%
Nuts, Oils, Herbs	760,320	185,441	24%
Grains	66,941	110,639	165%
Sugars*	43	158,737	369156%
Total	3,401,381	2,217,267	65%

Annual SACOG Region Consumption & Production Estimates by Food Group (in tons)

*Ag Commissioner production data only includes honey, not other sugars

Source: USDA/Economic Research Service; County Agriculture Commissioners

Note: For this food group analysis, the Loss-Adjusted Food Availability Primary Weight is consistently the largest estimate, and has been used as the “Maximum SF Consumption Estimate”. When estimated commodity-by-commodity, the Primary Weight is not always the largest estimate.

The objective included in the Greenwise Sacramento Regional Action Plan is that 20% of the region’s market for food and agricultural products will be met by local farmers and ranchers by 2020. The progress will be tracked as Greenwise supports the work of SACOG and its partners through the RUCS study and the USDA data reported in Table 4.

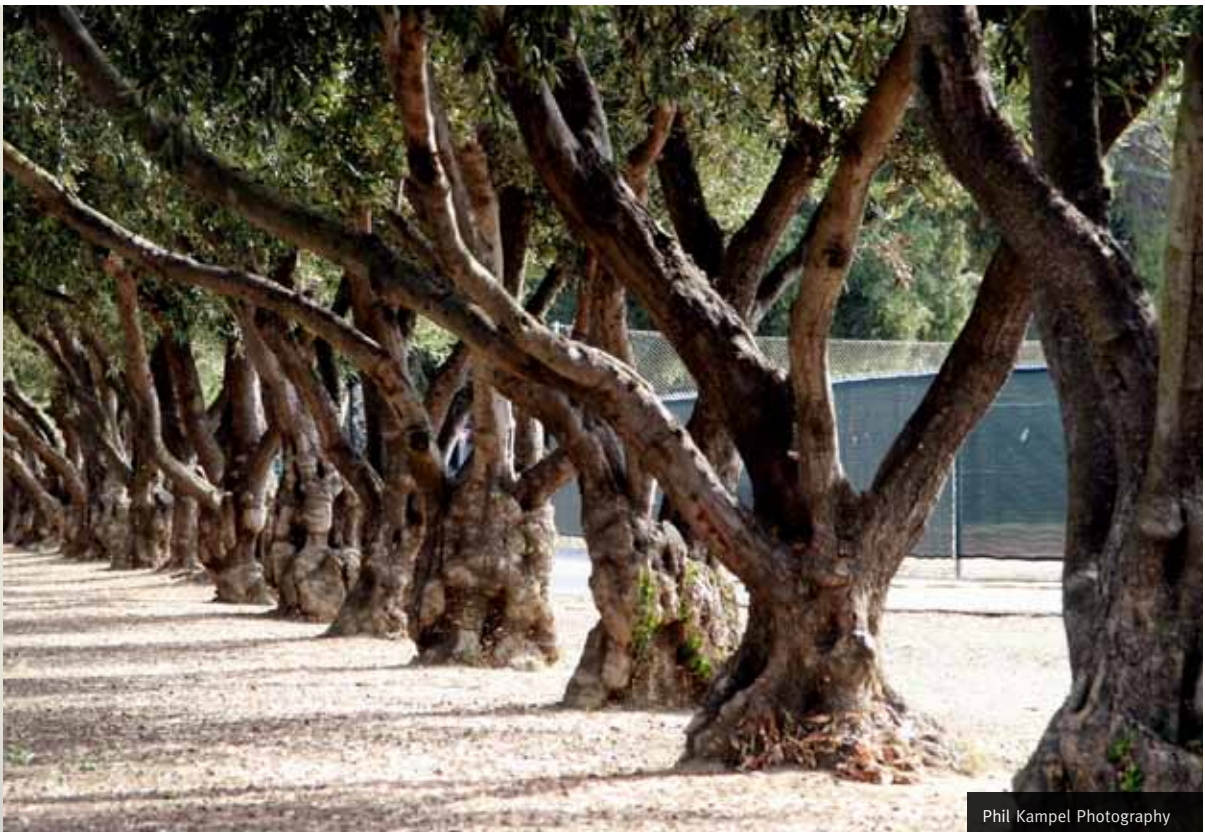
Environment

Trees Planted. The Greenwise Action Plan has a high-level objective of planting 5 million trees by 2025. To reach that goal, 3 million trees will need to be taking root by 2020. The Greenwise implementation team will track progress on the Sacramento tree planting through the tree counter posted on the Sacramento Tree Foundation website.

By January 2011, 41,363 trees had been planted and logged by the Sacramento Tree Foundation.

Waste in the Sacramento Region. The six-county Sacramento region generated over 1.8 million tons of waste in 2009 or 4.3 pounds per person per day. State law required a diversion rate as a percentage of total waste generated and now requires a per capita reduction in waste. The data from CALRecycle in the following chart shows diversion rates for each jurisdiction in the six-county region.

The Greenwise Waste & Recycling Committee recommended that the region reduce, reuse and recycle 85% of the region's waste by 2020. Greenwise will follow progress in increasing diversion rates, and lowering the amount of waste per capita, through 2020 as tracked by local jurisdictions and CALRecycle. A number of strategies within this objective include projects that have yet to begin in the region, but will be measured throughout the ten years of this initiative. Technology advancements are also projected to have a significant impact in the waste reduction field in the future and will accelerate progress toward this bold goal.



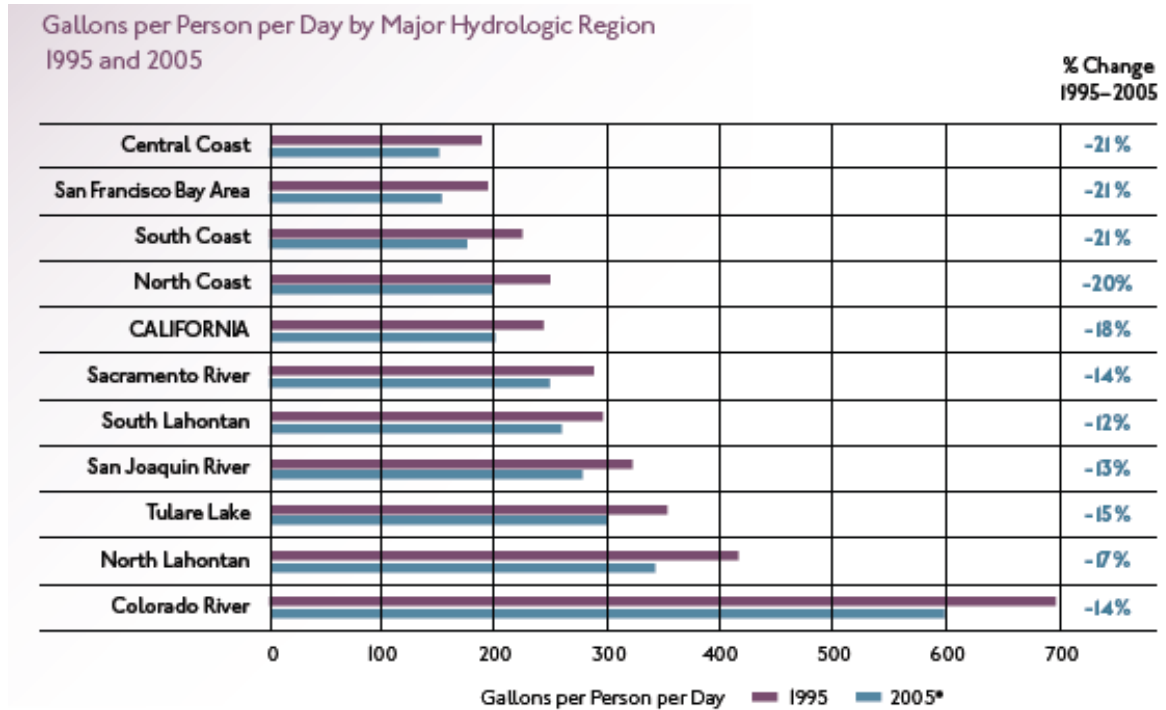
Phil Kempel Photography

Table 5.

Sacramento Region Disposal Rates 2008 (pounds per day per capita)						
		Population Disposal		Employment Disposal		
		Target	Annual	Target	Annual	
Elk Grove	41	5.9	3.5	27.5	17.8	
Folsom	45	7	4.5	13.1	8.5	
Galt	33	4.1	2.7	25.5	17.6	
Isleton	34	5.8	4.1	35	22.2	
Rancho Cordova	36	7.5	6.1	8.3	7.9	
Sacramento	34	6.9	5.5	10.8	8.5	
Sacramento-Unincorporated	40	7.7	5.5	23.2	17.2	
		44.9	31.9	143.4	99.7	
Sacramento County Average		6.4	4.6	20.5	14.2	
Auburn	36	7.4	5.7	10.6	8.4	
Colfax	27	8.4	5.8	24.2	14.4	
Lincoln	40	7.9	3.6	47.4	25.7	
Loomis	40	6.2	5	10.8	8.5	
Placer-Unincorporated	41	6.3	4.2	20.2	13	
Rocklin	35	4.2	3.2	15.1	10.5	
Roseville	45	8.9	5.4	14.4	9	
		49.3	32.9	142.7	89.5	
Placer County Average		7.0	4.7	20.4	12.8	
Davis	42	3.8	3.3	16.6	14.1	
West Sacramento	38	9.8	7.3	14.7	11.4	
Winters	35	5.5	3.9	23.4	15.6	
Woodland	38	5.7	5.9	14.5	15.3	
Yolo-Unincorporated	43	10.6	5	8.2	3.6	
		35.4	25.4	77.4	60	
Yolo County Average		5.1	3.6	11.1	8.6	
El Dorado-Unincorporated	43	5.3	4.4	23.2	19.5	
Placerville	38	6.9	5.1	10.3	5.4	
South Lake Tahoe	36	9.4	10.7	24.4	27	
		26.7	23.8	69.0	60.5	
El Dorado County Average		3.8	3.4	9.9	8.6	
Yuba/Sutter Regional Waste Management Authority	33	6.9	4.5	24.9	16.6	
Yuba/Sutter County Average		6.9	4.5	24.9	16.6	
		Population Disposal		Employment Disposal		
		Target	Annual	Target	Annual	
SACOG Region Average (2008 data)		5.8	4.2	17.3	12.2	
			64%	Diversion Rate based on 2008 data		

Water Usage per Capita. The Sacramento River watershed has had declining water use per capita as shown on the chart below. The nearly 280 gallons per day is still well above the usage of the Southern California and Coastal regions and a reason that water conservation has been a primary goal of the water purveyors in the region. Greenwise implementation will include tracking progress to meet the state legislation to reduce water use by 20% by 2020 which is also included as a Greenwise high level objective.

Figure 4: Urban Water Use per Capita



*Data for 2005 is provisional.

Note: Data is for applied water use.

Data Source: California Water Plan Updates, California Department of Water Resources, Public Policy Institute of California.

Energy Use per Capita. Energy for the purposes of the Greenwise Sacramento Regional Action Plan is defined as the per capita electricity, natural gas, and transportation fuels used in the SACOG region. The high-level objective set by Greenwise Sacramento participants is to reduce overall energy usage per capita in the Sacramento region by 20%. Actions will be needed to reduce the use in buildings, by industry and in all modes of transportation to achieve this goal.

In 2008, the per capita numbers for the Sacramento region show that for every one of the 2.3 million residents 7900 kilowatt hours of electricity, 228 therms of natural gas and 450 gallons of gasoline and diesel are used. Stated another way, a family of four spends about \$10,000 on energy each year. \$3,300 for 31,000 kilowatt hours of electricity, \$1,200 for 900 therms of natural gas, and \$5,600 for 1,800 gallons of fuel.

Table 6.

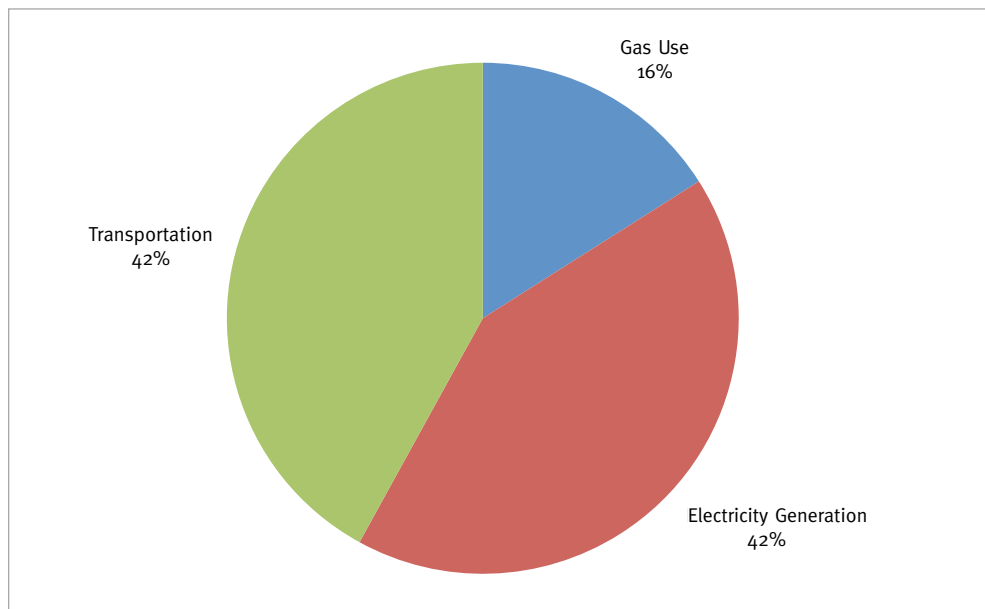
Per Capita Energy Use in the Sacramento Region, 2008	
Total Energy Use	138,536 BTU
kWh of Electricity	7,919
Therms of Gas	228
Gallons of Gasoline and Diesel	454

Source: California Energy Commission

Progress towards the high-level objective to reduce per capita energy use will be measured against these 2008 baseline figures.

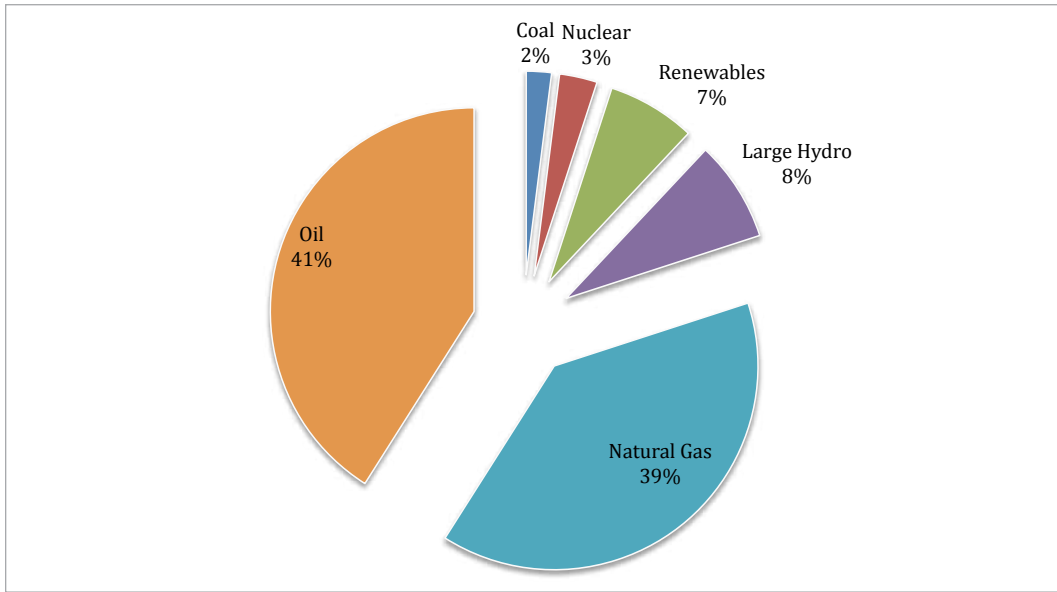
Of all the energy used in the region, 42% goes for transportation and 42% to generate electricity. The remaining 16% is natural gas used directly in homes and businesses.

Figure 5. Uses of Primary Energy in the Sacramento Region, 2008



Over half our electricity generated for use in the region is from plants burning natural gas. A total of sixteen percent of the region’s energy is from renewables. The region has three electric utilities – Pacific Gas & Electric (PG&E), Roseville Electric, and the Sacramento Municipal Utility District (SMUD). SMUD has already reached a portfolio that includes 20% renewables; PG&E and Roseville Electric are averaged in to calculate the sixteen percent total renewables for the region. The coal and nuclear comes via PG&E (coal from purchases from utilities outside the state and Diablo Canyon for nuclear). The coal and nuclear comes via PG&E (Diablo Canyon for nuclear and coal from purchases from utilities outside the state).

Figure 6. Primary Energy Sources in the Sacramento Region, 2008



Consumers in the region spend \$5.8 billion on energy (including taxes). Most of that is spent on gasoline and diesel (\$3.25 billion). Electricity purchases account for about \$1.9 billion. In sum, we spend more to fuel our vehicles than we do to heat and cool our homes.

“20 Minute” Neighborhoods. The concept of “20-minute” neighborhoods was developed in Portland and is new to Sacramento. The Greenwise Sacramento Regional Action Plan includes an objective to design all new planned communities with “20-minute” neighborhood principles. Greenwise implementation will include an inventory of the neighborhoods in the region that are already complete; mixed-use communities where residents can easily walk or bike to meet their basic needs; and to track developments in the region through SACOG that meet “20-minute” neighborhoods during the next 10 years.

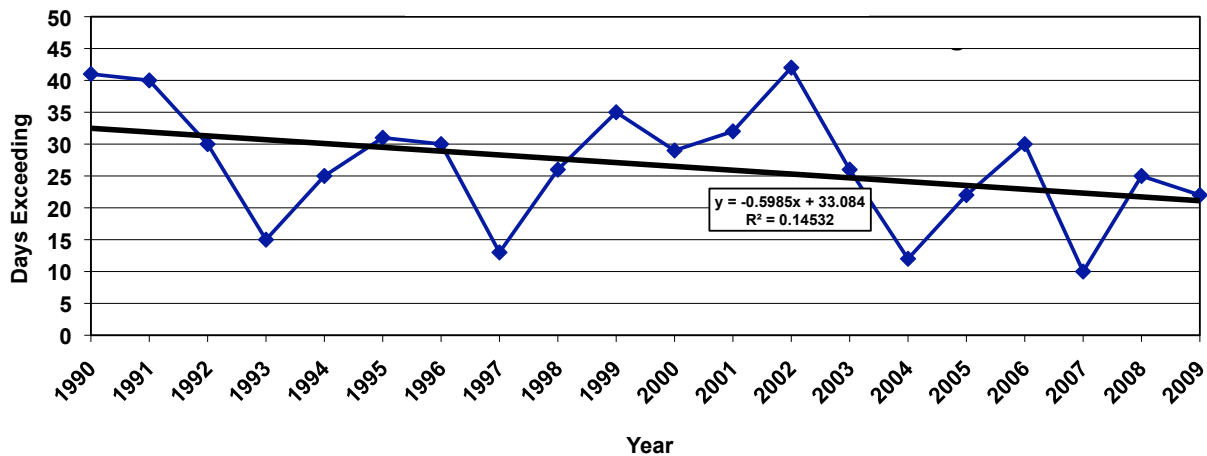
Redevelopment of infill neighborhoods with the “20-minute” neighborhood principles will also be inventoried through 2020. Greenwise implementation will include tracking infill redevelopment throughout the region.

Increasing the Percentage of Trips Taken by Walking, Biking or Transit by 30%. As the region’s Metropolitan Planning Organization, SACOG is responsible for preparing the Metropolitan Transportation Plan (MTP) every four years.

Data prepared for the MTP currently being developed show that currently 8% of all trips in the region are taken by walking, biking or transit. The Greenwise Sacramento Regional Action Plan seeks to increase by 30% all trips taken by walking, biking and transit. If successful, 10.4% of all trips would be by walking, biking or transit. This is above the current draft MTP but within range of the goal proposed by public workshops and staff analysis. The Greenwise implementation team will rely on SACOG to track this measure through 2020.

Air Quality Improvements. The chart below shows how air pollution from ozone has been reduced over the past 20 years in the Sacramento Region. We are currently designated by the federal government as a nonattainment area for both ozone and particulate matter (below 2.5 microns) called PM 2.5. Over the next ten years we will see continued improvement from programs that reduce both pollutants. Federal, state, and local actions all play a part in these projected reductions and range from controls on stationary sources (industrial facilities), area sources (small engines and household emissions, etc.) and mobile sources (trucks, cars, trains, aviation). The federal EPA, state Air Resources Board, and local air districts all have a role in working to reduce pollution from these sources. Since much of the air pollution in the Sacramento Area comes from mobile sources (summer and winter) and wood smoke (winter) special focus on these sources over the past years has resulted in significant pollution reduction.

Figure 7. 8-Hour Ozone Exceedance Days; Sacramento Nonattainment Area - Peak Monitoring Site



1997 federal 8-hour ozone standard = 84 ppb
 This trend analysis uses the highest number of 8-hour ozone exceedance days above the 1997 federal 8-hour ozone standard recorded each year at the various monitoring sites, including the addition of the Cool station in 1996.

Many of the actions outlined in the Greenwise Sacramento Regional Action Plan will have positive direct and indirect impacts on reducing pollution. Actions such as reducing energy use in buildings and building “20-minute” neighborhoods will be of growing importance over the next ten years. Incentive programs to help businesses and residents defer the cost of cleaner engines and fireplaces will also play important roles.

Over the past 12 years, the region has provided over \$125 million in funding for incentive programs from local, state, and federal sources. The regional districts will continue to provide funding as it is available and will work with the many other regional partners in business and government to improve the quality of life for residents and to meet state and federal air quality standards.

Transforming Sacramento into the Emerald Valley: Strategies and Actions

The Greenwise Sacramento Regional Action Plan includes objectives, strategies and actions for implementation through 2020. The actions reflect many hours of research, discussion, and ultimately a shared vision for the Sacramento region. This shared vision is reflected in the three transformational goals.

By 2020, the Sacramento region, through implementation of the Regional Action Plan will:

1. Create a Self-Sustaining Sector - **ECONOMY**
2. Become the Greenest Region in the Country - **ENVIRONMENT**
3. Brand the Region as the Emerald Valley - **ENGAGEMENT**

The Regional Action Plan is not intended to be an inventory of strategies and actions already in progress. The Plan does include a limited number currently underway and highlighted by the Policy Committee as important to include.

The strategies and actions that are included in the Greenwise Sacramento Regional Action Plan represent critical, collective efforts needed in the next ten years to address the economic and environmental challenges presented. These actions will transform the region into the Emerald Valley – the greenest region in the country and a hub for clean technology.

1. Create a Self-Sustaining Sector - **ECONOMY**

2020 Objective 1

Double the Number of Green Jobs in the Region from 14,000 to 28,000

The Sacramento region had 14,000 green jobs as of January 2009¹⁰. The strategies and actions in the Greenwise Sacramento Regional Action Plan are projected to create 14,000 additional green jobs by 2020, with more than 3,000 of these being new clean technology jobs. We will foster growth: employment through building retrofits, growth in new industries like biofuels and organic waste conversion, and innovative policies that support local market demand and water conservation. This is a bold vision for future diversification of the region's economy while transitioning to a lower-carbon environment with reduced GHG emissions.

Strategy 1: Build Capacity within the Region's Institutions to Support the Clean Energy Technology Cluster

Actions:

1. Establish and expand existing incubation and demonstration/validation centers.
2. Build a new innovation forum focused on leveraging smart grid and building new business opportunities for regional companies.
3. Increase the effectiveness of Enterprise Zones and tax credits for companies.
4. Develop a talent pool of "serial entrepreneurs" to complement initial technical talent/inventors.
5. Strengthen and leverage connections among local university researchers, entrepreneurs, and existing companies to commercialize innovations.
6. Create an innovation ecosystem by cultivating connections among clean technology companies, other knowledge-intensive companies, existing industries, and universities to spur new innovations and facilitate technology commercialization.
7. Foster the creation of start-up companies that are "fundable" by seed or venture investors.

¹⁰ Next 10. Many Shades of Green: Regional Distribution and Trends in California's Green Economy. Rep. Comp. Collaborative Economics. 2011. Print.



Strategy 2: Stimulate manufacturing of renewable energy equipment in the region

Actions:

1. Identify target sites for attracting manufacturing companies.
2. Create renewable energy enterprise parks in the region.
3. Seek state legislation for “Green Enterprise Zones”.
4. Create regional incentive packages for business attraction and retention.
5. Implement group/employee purchasing programs to create demand for renewable energy products.

Strategy 3: Educate the Green Technology Workforce

Actions:

1. Study regional labor market demands for emerging clean technology industries.
2. Expand the role of an existing Steering Committee to develop education programs, matriculation paths and goals for K-20 schools and post-secondary institutions.
3. Working with labor, develop education and training programs that prepare for multiple career tracks in the green economy from K-20.
4. Connect students and job seekers to employers through a variety of programs.
5. Create a complete training ladder for local workforce development.

“The Sacramento Region has all the right ingredients to fulfill Mayor Johnson’s vision for our Emerald Valley. The Greenwise initiative was exactly what we needed to coalesce and focus those resources for a green and prosperous future.” -Greg Hayes, Clean World Partners

Strategy 4: Increase energy independence by developing local sources of distributed energy by growing the local solar heating and cooling industry, biomass, wind/river turbines and other energy sources.

Actions:

1. Create long-term partnerships of land acquisitions and Purchase Power Agreements.
2. Finish applying technologies and infrastructure to land and prepare for final stages of emerging technology development areas.
3. Further develop innovative policies like feed-in-tariffs and tax credits to incent distributed energy.
4. Identify and develop the local infrastructure needed to support distributed energy adoption.
5. Continuously evaluate best available technologies to achieve the goal of growing the local economy.

Strategy 5: Promote the Sacramento region's green and clean technology products for export

Actions:

1. Work with Congresswoman Matsui's office to have Sacramento firms take advantage of the recently enacted "Clean Technology Manufacturing and Export Assistance Act of 2010" authored by the Congresswoman.
2. Help regional firms increase exports and navigate foreign markets.
3. Support federal and state policies to reduce production costs and encourage innovation and, investment in the clean technology sector.
4. Track the export markets and report on growth in the region's clean technology exports annually.



2020 Objective 2 Create a \$1 Billion Investment in the Sacramento Region's Green Economy

Funding is among the most important elements to begin implementation of Greenwise. Financing for clean technology companies, energy efficiency, renewable energy, water conservation projects, transportation, and in widespread infrastructure for the region's agriculture will be critical to moving forward. The region will seek all possible funding sources including: venture capital, state and federal grants, nonprofit and endowment support; and public and private sector financing. Regional and state purchasing power will also be directed toward local products. The objective is to attract and track \$1 billion of new investment in the regional green economy by 2020.

Strategy 1. Create a Greenwise JPA to Leverage Local Treasury Pools as Sources of Funding

Actions:

1. Convene potential public sector funders including the Treasurer-Tax Collectors from the six counties in the Sacramento region to discuss investment in local retrofit projects.
2. Convene school district representatives from the six-county region to discuss benefits of energy and water retrofits. Based on interest, establish JPA with initial \$100 million for retrofit projects to be expanded as funding and agreements with additional districts are established.
3. Continue retrofits throughout school districts in region and track energy and water savings through Greenwise Joint Venture.
4. Continue outreach to area school boards and superintendents and communicate the potential of retrofit savings. Advocate for energy and water efficiency investment through Greenwise JPA and school bond revenues.

Strategy 2. Create Robust Local Financing Environment that Enables Implementation of Consumer and Commercial Energy Projects

Actions:

1. Benchmark existing funding sources and publish to the Greenwise website.
2. Create a clearinghouse for private sector funding options to increase the number of homeowners/business owners with access to and knowledge of capital for energy efficiency upgrades.
3. Consider a more robust, local feed-in-tariff program.
4. Implement a commercial PACE program.
5. Provide on-bill financing for residential and commercial customers.
6. Increase the number of Energy Efficient mortgages offered by regional banks.
7. Create consistent incentives across the region and align rebates through the three main utilities by 2013.
8. Create a consumer advocate position that provides unbiased evaluations and financial counseling.

Strategy 3: Build Mechanisms and Internal Capacity to actively Fund Innovative Clean Tech Companies

Actions:

1. Create an active and fully funded “Venture Capital” Road Show to pitch the region’s assets and companies to venture-focused audiences.
2. Expand training for entrepreneurs that helps companies win seed money.
3. Establish a seed grant pool for start-up companies. Link this to state activity such as the California Clean Energy Fund.
4. Develop a revolving loan fund involving regional banks to support growing clean tech companies.
5. Recruit financial institutions and financial talent/expertise to the region.
6. Establish standards and warranties for solar panels in California that make growing solar technology firms more “bankable”.
7. Create a “guarantee fund” to back projects and technologies, similar to the FDIC program for financial institutions, with support from Congress.
8. Pursue greater involvement from large institutional investors like CALPERS and CALSTERS.
9. Create private enterprise rebates for early adoption of new technologies. California is an ideal marketplace for early stage clean technology companies in California test their products.

“The Sacramento region is one of the most dynamic and innovative regions in the country when it comes to green jobs and clean technology. Our long history and association with manufacturing and aerospace makes this region prime real estate to anchor the new energy economy. State and local governments can—and must—be catalysts in helping the green economy grow.” -Darrell Steinberg, Senate President pro Tempore

Strategy 4: Secure \$100 million over 10 years to finance Infill Development Projects and “20 Minute Neighborhood” Projects

Actions:

1. Apply for and secure state and federal grants to incentivize model infill projects throughout the region. This includes leveraging infrastructure and planning funding opportunities through the California Strategic Growth Council and federal Partnership for Sustainable Communities.
2. Build public-private partnerships to attract investment from the private sector.
3. Define “20-Minute neighborhoods” and educate policymakers and developers to promote adoption of the concept and implementation in future land use planning.

2020 Objective 3

Purchase 20% of the Region's Food from Local Farmers and Ranchers

One of the Sacramento area's competitive advantages is its rich agricultural industry. Research conducted for the SACOG Rural-Urban Connection Strategy (RUCS) shows that farmers and ranchers grow 3.4 million tons of food and export all but 2% of the food and other products. Greenwise supports the work of SACOG and the region, and includes actions to increase local purchasing of food grown in region to 20% by 2020.

Strategy 1: Increase assistance to local farmers enabling them to shift to production and cropping systems that will feed local markets

Actions:

1. Establish relationships with growers throughout the region through increased grower outreach and create a database of growers and capacities.
2. Identify growers currently growing for the local market. Assess the capacity of growers within the region to grow for the local market and obtain increased grower commitments and acreage for fresh market production.
3. Provide one-on-one technical support and group training programs. This includes support for a diversity of farmers of differing scales and includes food safety, organic practices, business planning, crop planning for fresh market production, farmland conservation and land tenure assistance.
4. Assist in matching growers with providers of needed credit and capital.



Strategy 2: Improve Both Distribution and Demand in the Local Food Market

Actions:

1. Establish relationships with institutional buyers.
2. Develop a business plan for food aggregation, processing and distribution facilities.
3. Build facilities in region that allow farmers to produce value-added products (such as jams and candied nuts in Yolo County) and commercial kitchens to allow for small-scale production of high value products.
4. Develop linked urban and rural facilities that source, store, aggregate, process and maintain source identity for local produce serving regional market demand.
5. Create marketing and brand development to serve existing and new markets including the food box program business development, large retail grocers, distributors, hospitals, and school districts.
6. Identify private and public investment dollars.

Strategy 3: Develop Policies and Support Infrastructure to Increase Local Food Distribution and Consumption

Actions:

1. Inventory existing policy barriers at the regional, state and federal levels, with the help of stakeholders throughout the region.
2. Develop new policies throughout the region and state that help farmers remain economically viable; increase linkages between local food production and consumption and increase educational opportunities about the health and economic benefits of purchasing from local growers.
3. Work with appropriate government agencies to develop a plan of action so that supportive policies can be promoted.

2020 Objective 4 Create a Regional Market for Green and Clean Technology Products

Buying local and buying green are two things the region can control. Each year, \$25 billion is spent by the region's consumers and business; local action to shift even a portion of this purchasing power to local businesses will have a significant impact on the economy. Advocacy and education is key, beginning with large consumers such as the State of California and large regional corporations. Greenwise will take action to encourage local purchasing. This is a real opportunity for the region and business advocacy groups such as the local, regional, and ethnic Chambers of Commerce to stimulate long-term business growth.

Strategy 1: Develop New Financing Tools to Encourage Green Purchases

Actions:

1. Convene a "Bank Summit" with regional and national bank representatives and county treasurers to create new financing tools for local green projects.
2. Support the reinstatement of PACE financing.
3. Implement a commercial PACE program.
4. Work with utilities to introduce and maximize on-bill financing.
5. Partner with Energy Upgrade California to link consumers with financing tools.

"Our mission is nothing short of revolutionary: transforming the regional economy around green and clean technology." -Dean Steven Currall, UC Davis Graduate School of Management, Clean & Green Tech Team Lead

Strategy 2: Become a Prime Location for Product Testing Centers and Support those Already in the Region

Actions:

1. Identify possible testing facilities to recruit to the region.
2. Assemble the necessary coalition of support and develop a strategy to make it happen.
3. Provide "wrap-around support" to businesses located in the product testing centers.
4. Identify early adopters/influencers to encourage piloting and adoption of new technologies (public, private, state and Beale Air Force Base).

Strategy 3: Create a Regional Carbon Indexing Program for Purchased Goods

1. Start with local grocery stores as a pilot program.
2. Involve the Greenwise Leadership Advisory Council in sharing best practices (Walmart, see page 47 sidebar, “Walmart Shares a Commitment to Sustainability”) to index goods sold by retailers.

Strategy 4: Develop a Green Pages 2.0 Directory of Local Green Products and Services

Actions:

1. Define the scope of uses and types of companies to be included, intended uses and audiences.
2. Gather data on companies and write Green Pages 2.0.
3. Publicize and distribute throughout the region.
4. Develop local procurement concepts to connect regional companies with major buyers (conference, online sourcing tool, etc).



Walmart Shares a Commitment to Sustainability

Walmart believes environmental sustainability is good business. Its goals are simple:

1. To be supplied 100 percent by renewable energy;
2. To create zero waste; and
3. To sell the products that sustain people and the environment.

Here is the story of one example:

In 2009, Walmart opened the High Efficiency (HE.6) store at the Florin Mall in Sacramento County. The goal was simple: to make this store 30 percent more energy efficient than the baseline Walmart store. Walmart partnered with Western Cooling Efficiency Center at the University of California, Davis, on a plan to achieve this goal.

The team used next-generation refrigeration system to improve efficiency; capitalized on evaporative cooling and radiant flooring technologies; and took advantage of white roofs, daylight harvesting systems and light-emitting diodes. These same technologies are being used at a High Efficiency (HE.6) Sam's Club at 8250 Power Inn Road.

Another example? Walmart's "Sustainability 360" program. A program that pursues energy efficiency through its supply chain, its associates and its stores. "Sustainability 360" lives in every corner of Walmart business – from associate job descriptions to its interaction with suppliers – and guides decisions based on improving the environment, supply chain and communities in which it operates.

In fact, one of Walmart's suppliers is Sunoptics Prismatic Skylights Inc. from south Sacramento. It manufactures skylights for use in Walmart stores nationwide. Skylights, along with other "daylight harvesting" technologies, such as electronic continuous dimming ballasts and computer-controlled daylight sensors, are helping reduce up to 75 percent of the electric lighting used in Walmart's stores during daylight hours. This is enough energy to power 73 single-family homes (11,020 kWh average annual use) for an entire year.

Walmart customers and suppliers are feeling the benefit. Walmart has reduced the weight of its global plastic shopping bag waste and sold more than 350 million energy-efficient light bulbs. Its stores in Citrus Heights and Folsom are testing new, lower-cost reusable bags so that Walmart can fulfill its commitment to reduce its plastic bag waste by one-third by the end of 2013. Walmart is also working with suppliers to eliminate 20 million metric tons of GHG emissions from the global supply chain by 2015.



2020 Objective 5 Retrofit Existing Buildings

The most significant job creator and potential for emissions reduction in the Sacramento region is retrofitting of existing buildings. Greenwise Sacramento implementation will include the retrofit of 25% of the region's homes, commercial and office buildings, and school facilities by 2020. Work has started through local utility programs and private investment. Significantly greater financing and strong partnerships are needed to dramatically increase the scale of the retrofit programs as part of the Greenwise Sacramento implementation.

Definition of Retrofit is an Upgrade to Existing Facilities that Results in at least a 20% Energy Consumption Savings and a 20% Reduction in Water Usage on Site.

Strategy 1: Retrofit 232,000 (25%) of all Existing Homes in the Region by 2020

Actions:

1. Aggressively promote and expand Residential Rebate Programs, such as SMUD HOME Performance, PG&E Energy Watch Partnerships and Energy Upgrade California.
2. Promote and expand existing utility incentive programs, such as Savings by Design and SMUD SolarSmart Homes to incentivize projects that exceed Title 24 Energy efficiency standards and deploy renewable energy project features.
3. Aggressively promote Energy Efficient Mortgages
4. Work to reinstate PACE for residential property

Strategy 2: Ensure that Affordable and Public Housing are Included in all Green Residential Building and Retrofit Strategies

Actions:

1. Coordinate with the Green Affordable Housing Coalition (GAHC) to ensure compatibility and consistency.
2. Coordinate with the Green Rental Housing Energy Efficiency Network (GREEN).
3. Coordinate with the State Treasurer's Tax Credit Allocation Committee (TCAC) for compatibility and consistency with proposed sustainability tax credit measure provisions.

Strategy 3: Retrofit 25 Million Square Feet (25%) of Existing Office and Commercial Space by 2020

Actions:

1. Aggressively promote and expand Commercial Rebate Programs through the local electric, water and wastewater utilities.
2. Increase awareness of financing options for energy efficiency retrofits by creating a comprehensive resource for different financing options for commercial energy and water efficiency retrofits. Catalog the cost, benefits and savings associated with the upgrades.

3. By aligning with AB 1103, local city and county agencies will ensure that the energy disclosure information is provided to the Portfolio Manager is also made available to the general public.
4. Create a model “Green Lease Tool Kit” program that educates both building owners and tenants about the benefits associated with energy & water efficient buildings and how to properly operate them.
5. Comply with AB 758 if the California Energy Commission (CEC) and the State require energy audits for all existing buildings. Mandatory requirements may be included in the CEC’s later phases of regulation.
6. Create bonus incentives for green building projects such as density bonuses, parking waivers, etc. that encourage and reward projects that voluntarily achieve high performing green building standards.
7. Implement a commercial PACE program

Strategy 4: Retrofit 15 million square feet (25%) of Existing School Facilities of K-12 Schools and College Facilities by 2020 (signature project)

Actions:

1. Identify a pilot school district to conduct energy and water audits for school facilities. Create a template to be used by school superintendents and facilities managers to audit their school campuses.
2. Create a Greenwise Joint Powers Authority (JPA) to create a regional, self-funding energy and water efficiency financing program for school districts and colleges. Initial goal is a fund of \$100 million.
3. Educate regional school boards about the benefits of energy and water efficiency retrofits. Encourage school districts to use bond proceeds for this investment.

“In Sacramento, we have the educational, municipal and intellectual pieces in place to create an ‘innovation triangle’ near the Sacramento State campus. Working together, I believe we can produce the green workforce needed to ensure our future economic prosperity and be a place where the world’s creative innovators and professionals live, work and succeed.”

-President Alexander Gonzalez, California State University Sacramento

2020 Objective 6 Streamline Permitting

The Sacramento region must attract new companies and investment through permit streamlining, especially for renewable and alternative energy. Clean technology CEO roundtables facilitated in 2010 by Congresswoman Doris O. Matsui and Valley Vision collected numerous first-hand accounts that support the need for local governments to adopt more efficient project permitting and inspection, as well as expedited services. A coordinated approach throughout the region to standardize processes for residential solar applications will have tremendous benefit for increasing the level of activity and will create more jobs in the region. While this is a short-term objective, work can continue through 2020 to make the Sacramento region the most efficient, and consistent, in handling development and renewable energy applications.

Strategy 1: Improve the Permitting Process for Energy Efficiency and Renewable Energy Projects

Actions:

1. Identify all energy efficiency, renewable energy, and charging station projects that require a permit.
2. Identify all barriers to getting the permit, inspection, and finalization of the permit completed in a timely manner.
3. Identify opportunities to standardize the permit applications.
4. Develop submittal templates for energy-related projects that can be adopted by all jurisdictions.
5. Conduct a fee cost study to determine appropriate fees for small-scale, energy-related permits for projects within the region.
6. Consider the prioritization of these projects for permits.
7. Have all jurisdictions clearly and consistently identify and post information to their websites on how to get a permit for small-scale energy-related projects.

Strategy 2: Adopt Regionally Consistent Reach Codes or Green Building Certification Standards

Actions:

1. Promote and encourage LEED, Green Point Rated, and other third party green building ratings for private and public development projects.
2. Apply CALGreen and/or other green building ordinances consistently throughout the region
3. Begin enforcing baseline CALGreen in 2011.
4. Require CALGreen Tier 1 measures (or third party equivalent rating system measures) across the region by 2014.
5. Review and update existing zoning codes, development standards, building codes and other policies to remove barriers relating to implementation of green building techniques.
6. Create regionally consistent and practical Low Impact Development Standards, remove barriers to implementation through code reform standards that are approved by all agencies.

Strategy 3: Train Staff

Actions:

1. Expand capacity and knowledge of green building practices and standards within local government agencies through green building programs, and/or green building project management.
2. Conduct ongoing training programs for staff from all city and county departments in the region to promote consistency and networking in the region.

Strategy 4: Consider Fee Reductions or Expedited Review for Green Building Projects

Actions:

1. Explore the possibility of reducing entitlement, plan review, or inspection fees for projects that exceed minimum green building code requirements.
2. Propose that local governments provide expedited processing for projects that exceed the minimum green building codes.



2020 Objective 7 Create a Biofuels Industry

Liquid fuels will be needed to fuel the transportation sector for the foreseeable future. A dozen companies, many of them in California, are hard at work on perfecting such fuels, particularly ones that use waste or non-food crops for raw material. These early producers need buyers, will want to manufacture near the source of their raw material and will need sites that are production-friendly. The Greenwise Sacramento objective is to have a biofuels industry with three production facilities producing 10 million gallons per year, as well as buyers in the region for advanced liquid fuels by 2020.

Strategy 1: Pool a Portion of Local Agency Fuel Purchases to Aggregate a Demand for 10 million Gallons of Advanced Liquid Biofuels Per Year

Actions:

1. Create a collaborative joint buying task force composed of representatives from city and county fleets, police, sheriff and fire departments, the State of California and the employers in the region with the largest fleets.
2. Issue an RFP for purchase of advanced liquid biofuels from at least three vendors that meet all ASTM standards for gasoline or diesel, are not produced from food quality raw material and qualify as low-carbon fuels as denoted by the California Air Resources Board at prices equivalent to expected prices for conventional fuels.
3. Include in the RFP a local purchase preference for vendors willing to establish facilities in this region.
4. Solicit participation from package delivery companies, ambulance services, utility fleets, farmers and local trucking companies.
5. Offer permit assistance to any fuel vendors needing to establish local production or storage facilities to meet fuel delivery requirements.
6. Increase the number of vendors selected for biofuels production in region to five.

Strategy 2: Establish a One Million Gallon Advanced Liquid Biofuels Production Plant in the Region

Actions:

1. In parallel with the advanced biofuels purchasing collaborative, solicit proposals for the construction and operation of a small-scale advanced biofuels production plant in the region.
2. Provide to potential applicants an inventory of possible sites where permitting would be easiest.
3. Provide a ten-year purchase contract for the output of the plant to make financing feasible.

2. Become the Greenest Region in the Country - ENVIRONMENT

2020 Objective 1

Plant 3 Million Trees

Trees offer numerous environmental benefits. They convert carbon dioxide to oxygen, remove other pollutants from the air, cool urban areas and add to the beauty of the urban and rural landscape. The Sacramento Tree Foundation has advanced a campaign to plant millions of trees in the six-county region. To stay on track with their bold goal, three million trees must be planted by 2020. The Greenwise Sacramento Regional Action Plan includes this as a high-level objective that will contribute to Sacramento's status as the greenest region in the country. Implementation will include work to recruit volunteers through the Green Corps volunteer structure; marketing of the program; and funding solicitation. Every partner involved in Greenwise can participate to green up Sacramento starting with this very visible effort to add 3 million trees to the canopy by 2020.

Strategy 1: Support the Sacramento Tree Foundation Efforts as the Lead Agency in the Region for Tree Planting

Actions:

1. Identify and plan in areas with most need for shading (e.g. target neighborhoods and corridors without trees.)
2. Engage the Green Corps to volunteer and plant trees throughout the region on community planting days.
3. Reward and recognize those that contribute the most time and funding to the tree planting effort.

Strategy 2: Purposefully Add Shade Trees to the Urban Canopy

Actions:

1. Use the State's "Urban Forest Project Protocol" in the region to create a system of carbon sequestration credits for urban forest development in new and redeveloped communities.
2. Continue air quality district support for tree planting to reduce ozone in the region.
3. Coordinate and leverage local government tree planting activity.

"A decade from now, I hope we will be able to look back at the Greenwise initiative as the beginning of a sweeping transition to convert the Sacramento region's built environment into a much more efficient and sustainable model." -Jim Bayless, greenbuilt

OPEN SPACE PLANNING IN THE SACRAMENTO REGION

The Sacramento Valley is home to significant natural resources and diverse landscapes, habitats and wildlife species. Efforts to protect and sustain the region's ecosystem are included in a number of existing initiatives including:

- Land Use, Open Space, and Conservation Elements of city and county General Plans;
- Regional Master Plans for Open Space, Parks and Trails and efforts like the Grass Roots Working Group for Regional Parks and Open Space Systems;
- SACOG'S 2004 Blueprint and 2010 Rural-Urban Connections Strategy;
- Conservation Plans including the Natomas Basin Habitat Conservation Plan, Placer County Conservation Plan, South Sacramento County Conservation Plan, Yolo County Heritage Plan, the Yuba-Sutter Natural Community Conservation Plan, and the PG&E Habitat Conservation Plan;
- Placer Legacy and other land preservation entities;
- Habitat 2020 and the creation of the California Heartland Project in concert with the Greenbelt Alliance in the Bay Area;
- Specific projects led by environmental non-profits including the Environmental Council of Sacramento, Sacramento Tree Foundation, the Sacramento Audubon Society, Sierra Club Sacramento Group, California Native Plant Society, Urban Creeks Council, Friends of the Swainson's Hawk, Save Our Sandhill Cranes, and others.

The Water & Nature Policy Committee members proposed consideration of a comprehensive and coordinated open space plan for the Sacramento region. The Open Space Plan would include wildlife habitat, agriculture, recreation, and vegetation. The Plan and implementation would complement existing efforts, leverage benefits from current projects, and create information through implementation projects such as a series of metrics for progress and a region-wide comprehensive habitat GIS database.

This preparation is highlighted in the Greenwise Sacramento Regional Action Plan as an objective worth supporting through the implementation of the Plan. A lead agency will need to be identified or created for implementation and maintenance of the Open Space Plan and to develop fiscal mechanisms for implementation.



2020 Objective 2

Reduce, Reuse and Recycle 85% of the Region's Waste

Reducing consumption, reusing materials and recycling will have significant economic and environmental benefits. In 2009, the six-county Sacramento region generated over 1.8 million tons of waste or 4.3 pounds per person per day. While there are already state mandates to reduce per capita waste, the Greenwise Sacramento participants from the waste industry, waste-to-energy start-ups, municipal utilities and non-profits developed dozens of actions that can reduce the region's waste by 85% in ten years. Actions will require a shift in the entire community's thinking to see waste as a commodity and significant infrastructure investments to reuse and recycle.

Strategy 1: Divert 100% of Organics from the Region's Landfills

Actions:

1. Build three Anaerobic Digestion Facilities.
2. Convene stakeholders to address issues and achieve agreement on construction of high-temperature facilities in the region.
3. Based on outcome of stakeholder group, construct high-temperature facilities to accommodate all post-recycled dry organic waste in the region.
4. Determine whether local governments need to adopt or amend ordinances to remove organics from the waste stream.

Strategy 2: Expand the List of Recyclables not Allowed in Landfills

Actions:

1. Review waste characterizations and prioritize materials not allowed for disposal based on current processing infrastructure availability and percentage disposed.
2. Expand ordinances in the Solid Waste Authority, City of Sacramento, and neighboring jurisdictions to prohibit certain materials from landfill disposal.
3. Establish a public outreach campaign to educate residents and businesses of items not allowed in landfills and resources for recycling materials.
4. Increase compliance efforts to assure that waste generators are following requirements for not disposing materials prohibited from landfill disposal.

Strategy 3: Reduce Packaging Generation by 30% through Application of "Greenwise Packaging Scorecard"

Actions:

1. Develop a packaging scorecard and measurement indices based on existing models. Provide model language for procurement policies, regulations, contracts and purchase orders.
2. Apply Scorecard to Procurement Standards packaging and roll out program to 30 companies in 2011.
3. Meet with businesses and governments to educate staff on procurement policy practices and language. Train staff and provide implementation assistance.
4. Expand polystyrene processing.

U.C. Davis Aggies are Number 1 in the Nation for Recycling and Composting

The diversion percentages represented a combined rate for recycling and composting. UC Davis' closest challenger in this category was Ohio State University, at 68.41 percent. UC Berkeley placed 30th, with 33.12 percent.

On October 23rd, 2010 6,835 fans in Aggie Stadium generated 885 pounds of trash. Guess how much went into the landfill? Only 90 pounds. 795 pounds were diverted to recycling and composting – a diversion rate of 90% - and enough to win the Environmental Protection Agency's annual WasteWise Game Day Challenge.

According to the EPA, participating schools collectively diverted more than 500,000 pounds of waste from landfills, which prevented the release of nearly 940 metric tons of carbon dioxide — or the equivalent of the annual greenhouse gas emissions from 179 cars.



Strategy 4: Adopt Public Event Vendor Standards to Reduce Waste Generated

Actions:

1. Develop model vendor standards.
2. Determine list of markets and audiences (public and private events).
3. Develop messaging, talking points, marketing collateral and website.
4. Engage markets in collateral and reeducation of model vendor standards.

Strategy 5: Form a Solid Waste Joint Powers Authority (JPA) over Disposal, Recycling and Waste-to-Energy

Actions:

1. Convene leaders of regional and municipal solid waste service providers.
2. Inventory facilities within the region and identify needs to address present and future waste streams.
3. Identify the potential for expansion and retrofits for new technology at existing facilities versus construction of new facilities.
4. Coordinate generation of materials and products where materials are consumed.
5. Develop a Regional Resource Recovery Facility by 2015, publicly or privately-owned at an existing site.
6. Develop a Regional Waste-to-Energy Master Plan and set of supporting policies.
7. Expand the role of existing solid waste authorities to serve as regional facilities.
8. Schedule workshops with elected officials and interested parties.

9. Finalize the scope and structure of the Solid Waste JPA, seek members and begin operations.

Strategy 6: Establish Local Extended Producer Responsibility Ordinances

Actions:

1. Sacramento Regional Solid Waste Authority will develop extended producer responsibility ordinances that will require manufacturers, distributors and retailers to establish recycling programs for problem waste such as pharmaceutical, medical sharps, point, and mercury containing devices.
2. The Sacramento Regional Solid Waste Authority will work with the other regional waste authorities and municipal utilities to adopt ordinances to ensure regional consistency.

Sacramento Area Water Forum and the Water Forum Agreement

The Sacramento Area Water Forum, founded in 1993, involved more than forty-six stakeholders during a seven-year process to reach agreement on balancing the need for reliable water supplies with a sustainable ecosystem on the lower American River. The members of the Water Forum prescribed a regional conjunctive use program for Folsom Lake, the lower American River, and the connected basins within Sacramento County to address the region's resources and environmental protection needs.

The landmark agreement, co-signed by all members, included seven principle elements to address key issues including groundwater management, water diversions, dry year water supplies, water conservation and protection of the lower American River.

The Water Forum Agreement has resulted in thousands of hours and millions of dollars, to develop projects and programs for a sustainable and environmentally responsible water supply. The historic effort continues to pay dividends for the region and serve as a national model.

Regional water agencies are currently preparing the 2012 Integrated Regional Water Management Plan (IRWMP)

The State of California water policy promotes integrated regional planning for water resources, focused on water supply for all uses, suitable water quality for all uses, and environmental stewardship. To promote this concept, Propositions 50 and 84 provide funding for planning and for implementation by the forty-seven regions recognized by the California Department of Water Resources.

Water resources agencies in the greater Sacramento, Placer and El Dorado County region within the American River Basin participate in preparing the Integrated Regional Water Management Plan as required by the State of California. The Regional Water Authority is currently preparing the 2012 IRWMP which includes multiple water management strategies to solve the challenges faced in water resource planning. The plan structure includes Water Supply, Water Quality, Natural Resources Management, Flood/Floodplain Management, Water Demand Management, and Other Issues. Dozens of agencies are involved in developing the specific projects and programs to be implemented. The Greenwise Sacramento Regional Action Plan includes just a sampling of the projects that will promote water conservation and ensure the region's quality of life is protected. Implementation of the Plan will include support for the projects included in future water resource planning efforts like the 2012 American River Basin Integrated Water Management Plan.

Source: Regional Water Authority

2020 Objective 3 Reduce Water Use in the Region by 20%

The Sacramento region is fortunate to have water purveyors who collaborate through regional organizations such as 20-member Regional Water Authority. Together, the water agencies are making progress to promote water conservation and bring new funding into the region. The Regional Water Authority is currently preparing an Integrated Water Management Plan that will serve as the strategic framework for a number of water-related initiatives. Not least among them is compliance with Senate Bill 7 that requires a 20% reduction by 2020. If local water providers do not comply, they will be ineligible to receive state grant or loan funding and current water rights would need to be renegotiated. The Greenwise Sacramento Regional Action Plan will include measures to encourage and incentivize water conservation throughout the community to meet this mandate.

Strategy 1: Complete Installation of Water Meters and Billing for Actual Usage (volumetric rates) on all Residential Connections by 2020

Actions:

1. Continue installation of water meters by the water agencies serving the Sacramento region to comply with state and federal requirements.
2. Seek federal and state funding to accelerate the installation of water meters, especially in areas where water usage is highest and where the target installation dates may not be met due to lack of resources.



Phil Kampel Photography

Strategy 2: Comply with Water Forum Agreement Conservation Element and California Urban Water Conservation Council

Actions:

1. Expand education program for regional water purveyors to educate public and school children on water conservation.
2. Secure grant funding to enhance rebate programs like toilet retrofits, landscape modifications, and conservation devices.
3. Develop a regional approach to applying drought stages and planning for drought conditions.

Strategy 3: Provide a Volume of Recycled Water for Beneficial Use Equivalent to 10% of Total Municipal and Industrial Use in the Region

Actions:

1. Identify potential opportunities for expanding recycled water use in urban and agricultural areas and in industrial applications.
2. Reduce the Total Maximum Daily Loads of chemical constituents of primary concern by decreasing effluent releases from wastewater treatment plants to receiving waters. This includes providing recycled water to urban and agricultural uses where use of the water is permitted by state and federal regulatory agencies.
3. Seek funding necessary to build the infrastructure to convey recycled water to customers.
4. Utilize recycled water on regional parks and golf courses where recycled water is available.

Strategy 4: Expand the Conjunctive Use Program in the Region to Better Manage both Surface and Groundwater Supplies to Increase Water Supply Reliability for the Region

Actions:

1. Expand groundwater banking by water purveyors through direct injection or in-lieu recharge.
2. Utilize conserved water in the region to bolster the conjunctive use program.
3. Look for opportunities to interconnect water purveyor's distribution systems to enhance conjunctive use in the region.

“Sacramento can become a region with not only has a thriving economy, fueled by our investments in a strong green business and jobs sector, but can also boast an equitable world-class public transportation system, all families live in homes that are at the highest standards for energy efficiency, where we celebrate an edible landscape with most of our food sourced locally.” -Charles Mason, Ubuntu Green

2020 Objective 4 Reduce Per Capita Energy Use by 15%

Decreasing energy use leads to emissions reductions and cost savings for consumers. The per capita energy reduction objective is for the entire energy portfolio including electricity, natural gas, and transportation fuels. Energy use in buildings, and transportation are the main areas to reduce consumption. A number of the strategies and actions in the Greenwise Sacramento Regional Action Plan will make this goal achievable by 2020. Technological innovations and improvements such as increased fuel efficiency standards over time will also contribute to successful reduction in overall energy use in the region.

Strategy 1: Reduce Electricity and Natural Gas Usage by 15% per Capita

Actions:

1. Benchmark existing programs in the region that reduce energy consumption.
2. Develop/expand and implement programs that reduce energy consumption.
3. Target high energy users like data centers, senior housing, food processors, large employment centers, and restaurants.

Strategy 2: Make the Region a Showcase for Smart Meter Communications

Actions:

1. Identify three different projects for demonstration purposes that can be permitted and built by 2013.
2. Build a smart home demonstration facility.
3. Support the California State University – Sacramento smart campus project.



2020 Objective 5

Design all New Planned Communities with “20-Minute” Neighborhood Principles

The principles of “20-minute” neighborhoods were pioneered in Portland, Oregon¹¹. A “20-minute” neighborhood is a complete, mixed-use community where residents can easily walk or bike 20 minutes or less to meet most of their basic daily needs. A number of existing initiatives in the Sacramento region support the “20-minute” neighborhood concept. Projects directed by SACOG including the successful Sacramento Region Blueprint, compliance with SB 375, and the recently funded Sustainable Communities Initiative will provide a foundation for the work to implement the “20-minute” neighborhood concept. Local governments throughout the region will be encouraged to update General Plans and zoning codes to remove barriers to sustainable development and to look at infill areas to create “20-minute” neighborhoods.

Strategy 1: Building on the Success of the Sacramento Blueprint by creating and implementing a Regional Sustainable Communities Strategy per SB 375

Actions:

1. Complete an update to the Metropolitan Transportation Plan (MTP) and adopt the Sustainable Communities Strategy in 2011.
2. Update local general plans and zoning codes to remove barriers to sustainable development and ensure consistency with the Sustainable Communities Initiative.
3. Develop model “green” zoning/development code that integrates sustainable development and green building.
4. Fully activate the SB 375 CEQA Streamlining benefits with regional guidelines and consistency.
5. Create a “20-minute” neighborhood walkability index for the region that scores neighborhoods based on distance, density, diversity, design, etc.
6. Create an online mapping application providing a search tool for 20-minute access to needed services.

Strategy 2: Target Infill Areas Throughout the Region Including Town Centers, Areas Around Transit Stations, Redevelopment Areas and Other Target Infill Areas for Regional Growth

Actions:

1. Create zero-net energy, mixed use, low-impact developments in strategic locations including the railyards, Township 9, Stonebridge and others with a focus on areas accessible to transit.
2. Pilot walkable communities in Rocklin and Rancho Cordova.
3. Expand location efficient lending practices, utilizing Location-Efficient Mortgages. Combine this with education and building awareness to encourage buyers to purchase in infill areas.

¹¹ Adams, Sam, and Susan Anderson. Status Report: Twenty-minute Neighborhoods. Rep. City of Portland Bureau of Planning and Sustainability, May 2009. Web. 19 Jan. 2011. <http://www.portlandonline.com/portlandplan/index.cfm?c=46822&a=246917>.

2020 Objective 6

Increase the Percentage of all Trips Taken by Walking, Biking or Transit by 30%

Providing accessible, convenient ways to bike, walk, take transit, and carpool are necessary to reducing emissions and complying with a number of legislative mandates. Innovative policies that encourage bike and car-sharing programs will help reduce the number of single occupant vehicles on the road. According to SACOG, 8% of all trips are taken by walking, biking, or transit. The Metropolitan Transportation Plan (MTP), currently in development by SACOG, will identify a full complement of actions for increased mobility choice resulting in an increase in trips taken by a method other than driving alone. The outcome will be reduced emissions, less congestion, and a healthier community that walks or bikes regularly.

Strategy 1: Significantly Expand Funding Opportunities for Pedestrian, Bicycle and Transportation Demand Strategies

Actions:

1. Implement the measures in the 2009-2010 MTP and include additional measures in the 2035 MTP to be approved by the Sacramento Area Council of Governments in 2012.
2. Seek federal and state grants for all types of alternative transportation in the Sacramento region.
3. Work with private developers to incorporate infrastructure for alternative transportation into building design and property development. This will include design standards for complete streets in new and existing roadways that safely accommodate all users.

Strategy 2: Create and Expand Programs to Provide Increased Mobility Choice

Actions:

1. Optimize routing of the region's transit systems to maximize rider benefits.
2. Create bike sharing and car sharing pilot programs.
3. Expand throughout the region "Safe Routes to School" Programs and funding.

Strategy 3: Advocate for Additional Transit and High Speed Rail Funding

Actions:

1. Close critical near-term funding gaps.
2. Ensure the MTP includes adequate transit funding consistent with the Sustainable Communities Initiative.
3. Support the regional transit systems bids to fund additional capacity.
4. Fund light rail extension to Sacramento Airport.
5. Continue to advocate for funding to extend the California High Speed Rail system to downtown Sacramento.

2020 Objective 7 Reduce Pollution Levels by 20%

Cleaner air and a healthier environment will improve the quality of life of every single person in the Sacramento region. The Air Quality Management Districts are mandated to reduce pollutants such as ozone and particulates, and must help in the fight to reduce GHG emissions. The work of the region's air pollution control districts will help implement actions that will result in a better quality of life for every resident in the Sacramento area.

Strategy 1: Make the Sacramento Region the Energy Efficient Leader for Emission-free, Non-Fossil Energy and Technology by 2020

Actions:

1. Create a bid preference for locally-produced power (electric, gas, low-carbon transportation fuels) that reflects both monetary and non-monetary value.
2. Create the infrastructure for, and increase the number of, alternative fueling stations.
3. Develop cogeneration projects.

Strategy 2: Prepare and Submit the 2012 and 2013 Federal Air Plans

Actions:

1. Comply with all local, state and federal air quality rules and regulations.
2. Include mitigation measures that reduce ozone and particulate matter in the Sacramento region.
3. Work with EPA to quantify actions in the Greenwise program to reduce regional emission reduction requirements for meeting Federal Ozone and Particulate Matter standards.



Photography by CODA Automotive

Strategy 3: Meet Federal Ozone and Particulate Matter Standards

Actions:

1. Comply with local, state and federal air quality rules and standards.
2. Continue and expand regional incentive programs for replacing older diesel engines with cleaner technologies by gaining reauthorization of the Carl Moyer Air Quality Standards Attainment Program and accessing other funding mechanisms.
3. Significantly increase funding for regional wood stove retrofit incentive programs.
4. Work with EPA to quantify national rulemaking and regulatory efforts that can be leveraged by the region to reduce regional emission targets for meeting federal standards.

Strategy 4: Facilitate the Broad Adoption of Electric Vehicles in the Marketplace

Actions:

1. Increase the number of electric vehicles sold in the region to 10% of all vehicles.
2. Transfer/enhance rebate money from efficiency programs to electric vehicle readiness and vehicle acquisition.
3. Create integration between new electricity resources and electric vehicles.
4. Identify a network of connected 35 mph designated streets to encourage use of low-speed neighborhood electric vehicles (NEV's).
5. Be engaged in state-wide strategic planning efforts focused on electric vehicles (through the Electric Vehicle Collaborative at UC Davis).
6. Identify and address the necessary policy changes at the local government level.
7. Work with business organizations and local government to address infrastructure requirements.

“The collaboration among industry experts, community/business leaders, and all invested in our environment was so impressive.... Together we built a sustainable foundation in which we will build our Emerald City.”

-Rosa Escutia, Sacramento Hispanic Chamber of Commerce

2. Brand the Region as the Emerald Valley – **ENGAGEMENT**

2020 Objectives

2020 Objective 1

Create Greenwise Engagement Campaigns

Involving as many of the region’s two million citizens in Greenwise Sacramento implementation is important. Universal Greenwise messaging throughout the region in ongoing public engagement campaigns will be essential. Utility bills, state worker communications (United Way and CALPERS employee networks for example), business promotions, and an interactive Greenwise Sacramento website offer the best methods to engage the public. Greenwise Sacramento will engage faith-based communities, school and youth organizations, and foreign language media outlets. The campaigns will share the vision with a much broader community at-large, influence behavior change, and celebrate success.

Strategy 1: Create a Greenwise Sacramento Website

Actions:

1. Update frequently website content with one-stop resources, links for target audiences and funding opportunities.
2. Post success stories and reward Green Energy Pioneers and Champion of Change, a program for local companies to name a sustainability hero.

Strategy 2: Create a Corporate Engagement Campaign

Actions:

1. Partner with the Business Environmental Resource Center (BERC) Sacramento to make the program more visible, accessible and regional.
2. Improve connections to business organizations and sustainability efforts through the region’s chambers of commerce and Greenwise.
3. Develop a format for education and networking that fits the needs of the audience (multi-lingual, onsite and online learning).

Strategy 3: Celebrate Achievements at an Annual “Greenwise Gala” to Publicize Success Stories and Motivate Participants

Actions:

1. Create a “Gala Committee” from leadership councils and challenge councils plus other volunteers.
2. Set first Gala for Spring 2012.

3. Produce and show a video of Greenwise achievements of the past year.
4. Recognize sponsors.
5. Recognize “Best Project”, “Best Greenwise Company”, “Best New Company”, “Best Innovation,” and other awards.

Strategy 4: Increase the Awareness of Energy Usage in Everyday Activities

Actions:

1. Measure energy intensity for the entire region and publish in the daily paper.
2. Provide energy monitoring to customers through smart meter applications.
3. Publish energy data by neighborhoods that allows neighborhood energy efficiency comparison.
4. Engage major employers to hold seminars and educate employees on energy efficiency.

“Greenwise demonstrates the essence of a regional collective brainstorm that will yield benefits to our communities for years to come.” -Rosa Escutia, Sacramento Hispanic Chamber of Commerce

Strategy 5: Develop an Iconic Demonstration Project that Incorporates Zoning for Green Zones and combined Heating/Co-generation Energy Systems

Actions:

1. Benchmark and document best practices from existing demonstration projects (for example, Davis’ West Village).
2. Develop a template ordinance and adopt regional policies to evaluate significant projects for incorporation of green principles and strategies like on-site distributed energy generation.
3. Create local Zero-Net Energy neighborhoods.

Strategy 6: Engage the Community’s Youth

1. Conduct song, video and design contests for Greenwise Sacramento promotional and awareness campaigns.
2. Build the Green IQ of the region by developing learning incubators during school energy retrofits – included in learning curriculum, which will expose energy efficiency measures to students, parents and teachers.
3. Mobilize schools to do green projects through organizations like Alliance for Climate Education.
4. Create a community outreach program at the schools to aid in developing Greenwise into a leadership position for energy savings and build a green pathway for area students to enter the green workforce.
5. Promote Greenwise through the Sacramento Bee educational supplement.

Strategy 7: Expand Green Building Practices and Stimulate Market Demand through Innovative Education and Marketing Approaches

1. Create Homeowner “Did you Know” Checklists. Distribute through permit applications and at public informational kiosks.
2. Launch a Green Building Recognition Program that annually recognizes and celebrates projects that achieve LEED or GPR certification and CALGreen Tier 1 or Tier 2 status.
3. Green the Multiple Listing Service, consistent with the National Association of Realtors recommendations, by adding data fields that enable realtors to inform buyers about energy, water efficiency features and applicable home energy or green ratings.
4. Create a green home logo or symbol that can be attached to real estate signs to brand the home as green.
5. Create a Green Building Professionals Guild in partnership with Build It Green to support contractor education about green building techniques, products and resources.

Strategy 8: Enroll 100 companies in an Educational Reuse Program

Actions:

1. Secure funding and a repository for the program which sorts materials and donates to nonprofits.
2. Conduct waste audits for participating businesses and members participate in Waste Education Program.
3. Monthly pick-up is arranged for business with value of all materials donated 100% tax deductible.

Strategy 9: Create Public Engagement Campaign for Packaging Reduction in the Region

Actions:

1. Include in the Greenwise website a section for feedback and results on packaging reduction.
2. Conduct campaigns to reduce top three packaging products (paper/cardboard, Styrofoam, and plastics) that typically end up in landfills.
3. Form a Regional Solid Waste Cooperative on Universal Source Reduction Marketing.

Strategy 10: Develop a Local Waste-to-Energy demonstration project

Actions:

1. Identify local sites and sources for waste generation (yard waste collection)
2. Issue an RFP for a company to operate waste-to-energy facility in the region and specify the facility will be a demonstration project for learning as well as energy production

2020 Objective 2

Implement a Series of Greenwise Sacramento Challenges

A series of Greenwise challenges are proposed to involve as many businesses, residents, volunteers, and young people as possible. Starting in 2011, a monthly challenge will be organized to engage the Green Corps – the volunteer corps organized by the region’s volunteer agencies and Volunteer Sac, to improve the environment and the economy. The challenges will rotate around the region and can include tree planting, green home construction, weatherization of senior citizen housing or any number of projects. The goal is to inspire individuals to take action and better their community.

Strategy 1: Develop a List of Challenges

Actions:

1. Establish a Greenwise Sacramento Challenge Leadership Group composed of community leaders.
2. Seek suggestions for challenges and pick six to execute from 2011-2012 Challenges may include energy efficiency projects in neighborhoods, extending bike trails, replacing incandescent light bulbs.
3. Seek sponsors for Challenges.

Strategy 2: Execute an Initial Challenge - Plant Community and School Gardens

Actions:

1. Generate a list of vacant lots throughout the region for potential community gardens.
2. Create a training program for the region’s youth to learn gardening and food production with the help of a program like HaelthCorps.
3. Implement code changes to allow community gardens and farming districts.



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2020 Objective 3

Establish a Greenwise Business Leadership Council

For a transformation in the region's economy to occur, the business community must be engaged at the highest levels. In the first year of implementation, Greenwise Sacramento will establish a Greenwise Sacramento Leadership Council to advise the Greenwise implementation team, coordinate the activities of the region's private sector, market the region's success stories, and lead projects in key industries with significant purchasing and investment decisions. The Greenwise Sacramento Business Leadership Council was suggested as an immediate action item by the Greenwise Leadership Team, and strong support was expressed for a broad coalition of senior business representatives. This strategy has been effective in other regions of the country. By 2020, the Greenwise Business Leadership Council will be an established, nationally-known business advisory council with a hand in many of the Greenwise implementation successes including the job creation and investment figures.

Strategy 1: Launch the Greenwise Leadership Council in 2011

Actions:

1. Invite the senior leadership of business, labor, academic institutions, government and non-profits to convene and collaborate on a regular basis.
2. Determine the roles and responsibilities, member expectations, and objectives from the Greenwise Sacramento Regional Action Plan that will be led or supported by the Council.
3. Advocacy by this group to support social justice initiatives and innovative policy will be an initial agenda item.

Strategy 2: Conduct Monthly Greenwise Business Leadership Council Symposiums

Actions:

1. Host a series of symposiums with speaking invitations extended to thought leaders in the region and around the world. The purpose of the symposiums is to continue the dialogue begun by the Greenwise Sacramento Initiative monthly meetings and to continue learning from experts and advisors who will inspire and challenge the region to continue this important work.
2. Spotlight the Greenwise marketing and public relations campaigns necessary to brand the region.

2020 Objective 4

Certify 10,000 Businesses as “Greenwise Businesses”

Efforts to expand the region’s green economy must be matched with a commitment to sustainability across all businesses. This objective focuses on creating a mechanism for companies to continually learn how to make their facilities and operations greener. The objective is to create a pledge to go green, a menu of action steps for participating companies, and a venue for continued learning about sustainable business practices. Outcomes by 2020 will include raising the region’s corporate Green IQ, providing positive incentives for change, saving operating expenses, and marketing those businesses who are leading by example.

Strategy 1: Create Pilot Projects that Focus on “Greening” Specific Types of Industries in the Region that Represent a Large Portion of the Employment Base, Like Health Care

Actions:

1. Identify best industry partners (health care, education, government, professional services).
2. Secure expert support on corporate greening from in-region organizations and businesses throughout the country.
3. Partner with the Greenwise Business Advisory Council to set goals, build learning networks, and implement new actions that directly result in reduced emissions, conservation of resources, and cost savings to the business community.
4. Promote our success stories.

Strategy 2: Develop an Annual Event to Recognize Corporate Sustainability

Actions:

1. Forge linkages with related existing programs and events – BERC awards, Metro Chamber State of the Region, Innovate or others.
2. Establish a committee of the Greenwise Business Leadership Council to draft categories, determine criteria, and set the timeframe for the annual event.

“For Ubuntu Green, Greenwise Sacramento allowed us to network with the many segments of the green sector and to show how putting social justice at the core of the green movement can empower and uplift all residents of the region and fuel our economy.” -Charles Mason, Ubuntu Green

2020 Objective 5

Establish a Sacramento Greenworks Program

Sacramento Greenworks will be launched in 2011 and will increase in scope and service throughout the ten-year vision for Greenwise. This new program is modeled after successful programs in Portland and Seattle to establish a strong link between saving energy, creating jobs, and improving social equity.

Clean Energy Works: Sacramento will be launched in 2011 as a partnership between the Mayor's Office, the Sacramento Unified School District, Green for All, General Electric, USGBC, and SMUD. The program aims to first retrofit school buildings, and then expand as resources are secured.

Green For All will help Clean Energy Works: Sacramento develop a Community Workforce Agreement ("CWA") to ensure that the program provides high-quality employment and access for those in the community who have been historically left out of new economic opportunities.

Strategy 1: Launch a Sacramento Greenworks "Clean Energy Works: Sacramento" Pilot Program in 2011 to ensure that high-quality employment and access to those in the community who have been historically left out are part of the green economy in Sacramento.

Actions:

1. Establish a Sacramento Greenworks Task Force with members from the Office of the Sacramento Mayor, the Sacramento Unified School District, Green for All, General Electric, the USGBC, SMUD, PG&E, Roseville Electric, local chambers of commerce, and regional labor representatives.
2. Create a program to retrofit school buildings with existing bond funds. The work will be performed by local, disadvantaged workers and companies that employ them.
3. Expand opportunities for residents and businesses, especially in underserved areas to learn how to track and manage energy use.

Strategy 2: Expand the Sacramento Greenworks program to be region-wide with significant outcomes for the disadvantaged in the Sacramento region

Actions:

1. Continue to seek federal, state, regional, and private resources to retrofit public and private buildings in Sacramento.
2. Establish a program that provides low-interest financing to improve the energy and water efficiency of area homes. The loan is repaid through a financing mechanism established through Sacramento Greenworks, either on the utility bill or property tax assessment.
3. Set Green Jobs goals to hire from the local work force, with a percentage from disadvantaged populations at a living wage, who have been trained locally.
4. Track the employment figures and report on the program success as part of the annual Greenwise Sacramento report.

2020 Objective 6

Create a Greenwise Sacramento Marketing Plan & Campaign

To brand the region as the Emerald Valley and build a national identity, the region must have a marketing plan and campaign. Input during the initiative emphasized a need for messaging that is stronger, more frequent, and more detailed with broader ownership of the region's commitment to sustainability. A marketing position statement for the region that is widely disseminated and used by every organization, firm and municipality is essential to branding the region and attracting investment and keeping the intellectual capital in region. The campaign needs to be regional, national and international, well funded, and led by experts such as SACTO, regional public relations agencies, and every institution charged with marketing this region. The outcome by 2020 will be national recognition that Sacramento is to the Green Economy what New York City is to the Financial Markets.

Strategy 1: Brand the Region Internally through a Visible, Ongoing Greenwise Campaign

Actions:

1. Post Greenwise goals and accomplishments at airport, billboard/digital signs, print advertisements.
2. Use social media as a call to action.
3. Promote the region's competitive advantages.

Strategy 2: Establish a regional Greenwise Dashboard to Measure Progress in Targeted Areas

Actions:

1. Establish performance metrics related to strategy areas.
2. Develop a dashboard and regular schedule for updating the content.
3. Publish an annual Greenwise report with implementation progress.

“From the youth summit, I have learned a few things.

1. There are other youth that are as passionate about saving the world as I am. 2. You don't have to be protesting or organizing events to inspire people. Writing songs or poems about being green can do that. 3. You can't be afraid to raise your voice about something you care about.” -Haile Canton, Mira Loma High School Senior

2020 Objective 7

Lead by Example at the Local Government Level

Leadership by elected officials and staff in the Sacramento region has been demonstrated through regional initiatives such as the Sacramento Blueprint, the Regional Water Authority Agreements, and numerous other Joint Power Authorities for infrastructure development. The adoption of policies to buy green and to operate local governments as businesses that invest in the green economy benefit the taxpayer and the ratepayer. Government has the ability to finance major projects that can create jobs and reduce emissions. Outcomes by 2020 of local government policy decisions and investment will include more renewable energy permits, more job growth and industries, a great local market and reduced environmental impacts from city and county operations.

Strategy 1: Develop a Regional Governmental Clean Tech Master Plan to Incentivize Clean Tech Clusters

Action:

1. Inventory current incentives and identify gaps.
2. Create clean tech Enterprise Zones.
3. Link redevelopment activities to clean tech business support opportunities.
4. Identify new incentives, policies, and support services needed to attract and retain clean tech businesses.

Strategy 2: Improve the Energy and Water Efficiency of Existing Municipal Buildings

Actions:

1. Inventory energy usage at all municipal facilities and establish a multi-phased approach to retrofitting.
2. Identify Phase I for retrofits and complete a detailed life cycle cost analysis for each energy saving measure.
3. Identify financing for the improvements some opportunities include the California Energy Commission's 3% loan program or local bank financing. Use the energy savings to pay back the loans.

Strategy 3: Implement Local Purchasing Policies

Actions:

1. Inventory municipal purchases.
2. Identify opportunities to purchase these items locally.
3. Set up processes to make local purchases convenient for all departments.
4. Research the possibility of local preference points for public projects and implement where feasible.
5. Research the possibilities of local hiring agreements.

Strategy 4: Implement a Regional Commercial PACE Program

Actions:

1. City of Sacramento will develop a solicitation for a third party program administrator and financier. Other jurisdictions should consider using the same third party for consistency in program requirements across the region.
2. If a responsive and responsible proposal is submitted, adopt local resolutions to establish the financing district.
3. Work with the third party firm to market and educate commercial building owners about the program.

Strategy 5: Become Early Adopters of Emerging Technologies

Actions:

1. Convene sustainability program managers and local emerging technology developers to identify opportunities.
2. Convene sustainability program managers and California Energy Commission, UC Davis Energy Efficiency Center, UC Davis Lighting Center, UC Davis Water Conservation Center to identify opportunities.
3. Develop a permit process to expedite the use of emerging technologies in public facilities.
4. Work with CEC to identify funding to purchase emerging technologies as well as track and monitor the performance of the technologies.



Phil Kampel Photography

Strategy 6: Implement Fuel Efficient Vehicle Options

Actions:

1. Solicit private car share programs like Zipcar to reduce VMT and GHG emissions communitywide.
2. Use car share programs for municipal fleet where appropriate.
3. Right-size municipal fleets and replace fleets with more fuel efficient vehicles.
4. Purchase hybrids for high fuel use operations. For example, replace police patrol vehicles with hybrids.

Strategy 7: Continue Development and Adoption of City/County-Operations Climate Action Plans and Community-wide Climate Action Plans

Actions:

1. Seek resources to assist jurisdictions without Climate Action Plans to prepare a GHG inventory, set a reduction target, and develop Climate Action Plans for city/county emissions reductions and community-wide emissions reductions.
2. Share best practices across the six-county region to assist jurisdictions to begin implementation of cost saving measures in the absence of adopted Climate Action Plans.
3. Seek great investment in local government implementation possibly through funding from the recently-approved California Cap-and-Trade Program.

“Participating in Greenwise provided a great opportunity for understanding and alignment of initiatives to best balance our economic and environmental goals. Done right, I’m convinced that we can make the transition to a cleaner future and expand and diversify the economy at the same time. All of the necessary elements exist today, but they need to be aligned and executed in a coordinated fashion.

The Sacramento region is already a national leader – this effort will take it to a new level where that identity will be the first thing that comes to mind when our region is mentioned anywhere. A region where environmental leadership and economic vitality are harmonized.” -John DiStasio, SMUD, Energy Team Lead

Implementation

Overview

Implementation of the Greenwise Sacramento Regional Action Plan is proposed to occur through Greenwise Joint Venture. Greenwise Joint Venture will have three purposes:

1. Convene, coordinate, leverage and align the region's leaders, agencies and initiatives.
2. Implement the Greenwise Sacramento Regional Action Plan
3. Market the Sacramento region

The intent is to fundraise at a level that will make significant progress in project implementation. Initial staff will include a lead designee, staff support for project management, grant writing and marketing. Establishing the structure of Greenwise Joint Venture and action on signature projects will be among the first tasks in 2011.

The region will be asked to continue their participation in the initiative through a variety of avenues. Project implementation will require a concerted effort of hundreds of participants to make real progress. Invitations will be extended to the Leadership Team and all of the Policy Committee members to continue their great work and contribute to the outcomes. The entire community will also be invited through a number of initiatives like the Sacramento Green Corps, energy and water retrofit programs and job opportunities in the green economy.

Measuring Success and Reporting

A critical function of the Greenwise Joint Venture will be measuring progress and outcomes of the initiative. The indicators for success are detailed in the Plan. The team will also be collecting success stories for marketing and branding the region on a continuous basis.

Reporting for Greenwise implementation will be done annually with virtual dashboards created on the Greenwise website. A three year report will be prepared at the end of 2013 to describe the progress at the end of the initial Greenwise Joint Venture timeframe. A Greenwise 2020 report will document all of the progress for the 10-year initiative and celebrate the transformation of Sacramento into the greenest region in the country and a hub for clean technology.

Appendix 1: Inventory of Current Sacramento Region Activities

Activity Area	Title	Activities	Organization	Target Sectors
WATER & NATURE	Sacramento County Agriculture & Habitat Lands Water Reuse Project	A collaboration to support a workable agriculture and habitat lands water reuse project	Sacramento Regional County Sanitation District (SRCSD)	Sacramento County
	River Friendly Landscaping Program	Minimizing the environmental impacts of urban water use by up to 30%.	Sacramento County, River Friendly Landscaping Coalition, Regional Water Authority, SMUD, SMAQMD, Sacramento Tree Foundation, State Department of General Services, EcoLandscape California, City of Sacramento Department of Utilities, State Water Resources Control Board, UC Cooperative Extension, UC Center for Urban Horticulture, CalRecycle	Sacramento County
	Sacramento Water Forum Agreement	Securing a reliable and safe water supply through the year 2030.	Regional Water Districts, Citizens Utilities Company of California, Cities across the 6 County Region, Galt Irrigation District, Natomas Central Mutual Water Company, Placer County Water Agency, Orangevale Water Company	Region-wide
	Integrated Water Management Plan	Protecting Northern California water rights and supplies to provide water for farms, cities, birds, fish and recreation.	Regional Water Authority, Northern California Water Association	Region-wide
	Regional Water Efficiency Program	Helping local purveyors implement best management practices on a regional basis. “Blue Thumb” that challenges the community to be water smart.	Regional Water Authority	Region-wide
	California Urban Water Conservation Council Memorandum of Understanding (MOU)	Agreement between agencies to implement water conservation using best management practices. Signatories report their BMPs annually.	California Urban Water Conservation Council	Statewide
	2009 State Comprehensive Water Package	Establishing a Delta Stewardship Council. Setting ambitious water conservation policy. Ensuring better ground water monitoring.	State Water Resources Control Board	Sacramento-San Joaquin River Delta
	SB-1 Delta Plan	Establishing a framework that provides a reliable water supply to California. Restoring the Delta ecosystem.	Sacramento Water Resources Control Board	Sacramento-San Joaquin Delta

Activity Area	Title	Activities	Organization	Target Sectors
WATER & NATURE	SB-6 Groundwater monitoring	Monitoring the elevation of groundwater.	Department of Water Resources, State Entities, Landowners	Statewide
	SB-7 Statewide Water Conservation	Providing a framework to reduce urban water use by 20% by December 31, 2020.	Department of Water Resources, State Entities, Landowners	Statewide
	SB-8 Water Diversion and Use Reporting	Accounting for water diverted and used.	Department of Water Resources, Regional Water Districts, businesses and landowners	Statewide
	Roseville Aquifer Storage and Recovery	Implementing a full-scale Aquifer Storage and Recovery project to maintain the water reliability for 10,000 households a year.	City of Roseville	Roseville, CA
	Cash for Grass	Rebating customers \$1.00 per square foot of grass removed and replaced with water efficient landscaping.	City of Roseville	Roseville, CA
	Internal Operations Climate Action Plan	Reducing water use in parks by placing 900 acres onto a centralized, weather sensitive irrigation system.	City of Sacramento	Sacramento, CA
	Bay-Delta Conservation Plan	Identifying a set of water flow and habitat restoration actions that will aid in the recovery of endangered and sensitive species.	USFWS, local water agencies, Department of Water Resources	Sacramento-San Joaquin Delta
	Central Valley Joint Venture	Collaborating to protect, restore and enhance wetlands and habitats for waterfowl, shorebirds, water birds, and riparian songbirds.	Central Valley Joint Venture (CVJV), U.S. Fish and Wildlife Service	Central Valley of California
	Habitat 2020	Creating a connected network of parks, preserves and conservation easements for education, recreation, and habitat preservation.	ECOS, Audubon Society California, California Native Plant Society, Friends of Swainson's Hawk, Save Our Sandhill Cranes, Sierra Club, Stone Lakes National Wildlife Refuge Association, Urban Creeks Council	Region-wide
	Placer Legacy	Voluntary, countywide open space protection program.	Placer County, City of Lincoln	Placer County, City of Lincoln
	Placer County Conservation Plan	Balancing growth and resource protection for 201,000 acres in Western Placer County.	Placer County, City of Lincoln	Placer County, City of Lincoln
	Sacramento Region Food System Collaborative	Increasing food access, improving agriculture sustainability, & education. Improving food access & security, land use planning, local food purchasing, rural economic development.	Valley Vision, California Endowment, Soil Born Farms, California Food Project, Health Education Council	Region-wide

Activity Area	Title	Activities	Organization	Target Sectors
NATURE	EAT Sacramento, CLUCK	Promoting local food and gardening, as well as urban chickens	EAT Sacramento, CLUCK, community residents	Sacramento County
	Sustainable Regional Food System	Connecting fresh, healthy and local food (100 to 150 miles) to residents, grocers, casinos and restaurants	South Lake Tahoe, California	South Lake Tahoe, California
WASTE & RECYCLING	Road to Organics	Reduce methane gas emissions by removing organics from the MSW. Divert 70% of the waste stream from landfills.	CalRecycle	Statewide
	Sacramento GreenCycle	Regional garden refuse processing plant.	Solid Waste Authority, City of Sacramento	Sacramento, California , Sacramento County
	Green Restaurant Alliance Sacramento	Food waste collection from restaurants in Downtown Sacramento.	Chefs, diners, local growers, wineries, distributors, vendors and municipalities	Sacramento, California
	Construction and Demolition Ordinance	Removing construction and demolition from the waste stream at certified facilities.	City of Sacramento, County of Sacramento, Solid Waste Authority	Sacramento, California County of Sacramento
	Sharps Take Back Program	Eliminating cost of returning home-generated sharps to the distributor.	City of Sacramento	Sacramento, California
	Buena Vista Biomass Power Plant	18 MW generational capacity accepting forest thinnings, & agricultural waste.	Buena Vista Biomass Power	lone, California
	Cal-Denier Dairy Digester	65 kW baseload engine generator that produces enough power to power 55 single family homes	SMUD, Cal-Denier Dairy	Galt, California
	Tollenaar Dairy Digester	212 kW generator that produces power for 175 single-family homes. Reduces NOx emissions.	SMUD, Tollenaar Dairy, California Energy Commission, Makel Engineering, Summers Consulting, California Air Resources Board	Elk Grove, California
	Warmerdam Dairy Digester & New Hope Dairy Digester	700 kW and 500 kW dairy digester projects using fuel cell or low emission IC engines	SMUD, Warmerdam Dairy & New Hope Dairy	Lodi, California
	Galt, California			
Sacramento Community Anaerobic Digestion Project	Removing organics from landfills to produce renewable energy from landfills. Greenhouse gas capture.	SMUD, BLT, Clean World Partners	Sacramento, California, Sacramento County	

Activity Area	Title	Activities	Organization	Target Sectors
WASTE & RECYCLING	FOG Co-digestion and Liquid Food Processing Waste Conversion	Wastewater treatment facility that generates biogas by co-digesting fats, oil, grease, and liquid food waste with sewage.	SMUD, Sacramento Regional County Sanitation District (SRCSD), Eurisko	Region-wide
	AB 222	Allowing conversion facilities to obtain energy credit for MSW converted to energy.	California Air Resources Board, CalEPA	Statewide
	AB 939	Requires diversion of 50% of waste from landfills by 2000.	CalRecycle, franchised haulers, authorized recyclers, cities & counties	Statewide
	Sacramento Regional Solid Waste Authority Ordinance 19	Certification program for solid waste facilities.	Sacramento County Environmental Management Department, certified facilities	Sacramento County
RECYCLING	Business & Multi-family Recycling Ordinance 21	Diverting 50% of the waste materials generated in Sacramento City & County.	Sacramento County, City of Sacramento, City of Citrus Heights, City of Rancho Cordova, City of Elk Grove, franchised haulers & authorized recyclers	Region-wide
	AB 2020	Increasing return rate of beverage containers from 60% to 70% by requiring \$0.025 deposit.	CalRecycle	Statewide
	Electronic Waste Recycling Act (SB 20, SB 50 & AB 575)	Establishing infrastructure to provide convenient recycling opportunities for electronic waste. Fewer toxic materials are used to make electronics sold in California.	CalRecycle, DTSC, BOE	Statewide
	Cell Phone Recycling Act (AB 2901)	Requiring retailers to take back old cell phones.	CalRecycle	Statewide
	Rechargeable Battery Recycling Act (AB 1125)	Requiring retailers to take back rechargeable batteries.	CalRecycle	Statewide
	California Product Stewardship Council (CPSC)	Creating Green remanufacturing jobs from materials that end up in landfills. Awarding “stewardship awards” for manufactures.	CPSC, Nevada, Placer, Sacramento, San Joaquin, and Yolo Counties	Statewide
	Reuse Assistance Grants	Funds promotion of reuse of nonhazardous materials.	CalRecycle, Habitat for Humanity Restore Sacramento, Resource Area for Teachers (RAFT), reCreate	Statewide
	CalMax	Building reuse markets for materials from businesses, industry, schools, and individuals.	CalRecycle	Statewide

Activity Area	Title	Activities	Organization	Target Sectors
RECYCLING	reStore	Reselling surplus materials from construction and home renovation.	reStore Roseville & reStore Sacramento, Re-Use Store, Sacramento Regional Conservation Corps, City of Sacramento, Sacramento County, Western Placer Waste Management Authority	Region-wide
	Creative Reuse for Schools	Working with regional businesses to collect unwanted materials for use in lessons of waste reduction and creative expression.	reCREATE, RAFT	Region-wide
	Reduce Dependency on Raw Materials	Requiring purchased raw materials to contain no less than 75% post-consumer recycled content.	American River Packaging	Sacramento, California
	Packaging Scorecard	Intended to reduce packaging by 5% globally by 2013. Goal is to packaging neutral globally by 2025.	Walmart	Worldwide
	Think Beyond Recycling	Challenging Roseville residents & businesses to incorporate waste reduction & reuse into daily practices.	City of Roseville	Roseville, California
	Roseville Utility Exploration Center	Educating on the benefits of sustainable living through composting, vermicomposting, green shopping, & junk mail reduction workshops.	City of Roseville	Roseville, California
	Placer Green Business Recognition Program (pending)	Certifying businesses as green because of water conservation, solid waste reduction, energy use, pollution prevention, transportation and green building practices.	BERC, City of Auburn, City of Lincoln, City of Loomis, Placer County, City of Roseville, Rocklin, Chambers of Commerce	Placer County
GREEN BUILDING	Governor's Green Building Executive Order (S-20-04)	Reducing energy usage in state facilities 20% by 2015.	State of California, Department of Services	Statewide
	CALGreen	Requires that every new building reduce water consumption, divert 50% of construction waste from landfills, and undergo mandatory inspections of energy systems.	State of California, Cities and Counties, California Building Standards Commission, California Department of Housing and Community Development	Statewide
	AIA Central Valley Committee on the Environment	Promotion, education and acknowledgment for green building.	AIA Central Valley	Region-wide
	City of Sacramento Green Building Program	All new city municipal facilities must meet LEED Silver or equivalent.	City of Sacramento	Sacramento, California
	Sacramento City/County Green Building Task Force	Identifying tools & strategies for regional green building programs and practices. Streamlining. Financing & incentives.	City of Sacramento, Sacramento County, Valley Vision, Green Capital Alliance	Sacramento County

Activity Area	Title	Activities	Organization	Target Sectors
GREEN BUILDING	Solar America Cities Program	Eliminating barriers to solar production and consumption through education.	City of Sacramento, SMUD	Sacramento, California
URBAN DESIGN & GREEN BUILDING	Build It Green – Sacramento Region Public Agency Council	Promoting healthy, energy-efficient, and resource-efficient building practices.	Build it Green, SMUD, regional governments	Region-wide
	Urban Land Institute Sustainability Council	Researching, studying and promoting green building and smart growth.	Urban Land Institute, City of Sacramento	Region-wide
	City of Davis Green Building Ordinance	Mandates Build It Green and LEED standards for existing remodels and new construction.	City of Davis	Davis, California
	SMUD Home Performance Program (HPP)	Energy efficiency incentive program to retrofit 15,150 housing units by 2015.	SMUD, County of Sacramento, City of Sacramento, City of Elk Grove, City of Citrus Heights, City of Folsom, City of Rancho Cordova, City of Galt, SHRA, Sacramento Employment & Training Agency (SETA), Los Rios Community College District, Community Resource Project, ConSol	Region-wide
	SMUD Neighborhood Performance Program	Improving energy efficiency of defined neighborhoods in the City of Sacramento and the unincorporated County of Sacramento.	SMUD, SACOG, City of Sacramento, Sacramento County	Sacramento County
	CaliforniaFIRST Program	Statewide Property-Assessed Clean Energy (PACE) Financing.	Sacramento County, City of Sacramento, City of Elk Grove, City of Citrus Heights, City of Folsom, City of Rancho Cordova, City of Galt	Region-wide
	mPower Placer County	Statewide Property-Assessed Clean Energy (PACE) Financing.	Placer County	Placer County
	Sacramento Rebuilding Together	Providing home improvement services to low-income homeowners.	Rebuilding Together	Sacramento, California

Activity Area	Title	Activities	Organization	Target Sectors
URBAN DESIGN & GREEN BUILDING	Sacramento Habitat for Humanity	Building LEED certified new homes for low-income residents	Habitat for Humanity	Sacramento, California
	Shade Tree Program	Providing free shade trees to residential customers.	SMUD, Sacramento Tree Foundation, City of Lincoln	Sacramento County, City of Lincoln
	“Let’s Start Something Green and Sustainable”	Educating on Yolo County’s LEED standards for new buildings. Used at Herbert Bauer, M.D. Health and Alcohol, Drug & Mental Health Building.	Yolo County, Waste Management, North State Building Industry Association, and the City of West Sacramento	Yolo County
	Voluntary Green Building Program	Proposes to provide incentives for sustainable design construction, as well as incentives for obtaining Green Building certification.	City of South Lake Tahoe	South Lake Tahoe, California
	Aspens Multi-Family Housing Development	LEED certified housing development containing 48 lower-income units, eight moderate-income units.	City of South Lake Tahoe	South Lake Tahoe, California
	Green Building Ordinance	Requiring energy conservation features in new construction and renovation of existing structures.	City of Lincoln	Lincoln, California
	Caltrans District 3 Headquarters	Achieved LEED-NC Version 2.2 Silver rating from U.S.G.B.C.	City of Marysville	Marysville, California
	Port of West Sacramento	Solar array that will meet about 95% of the port’s energy needs.	West Sacramento, California, Pacific Power Management, LLC	West Sacramento, California
	SACOG Regional Blueprint	Promotes compact, mixed-use development, and increased transit choices.	SACOG	Region-wide
	City of Sacramento General Plan	Planning for smart growth within the City’s existing footprint.	City of Sacramento	Sacramento, California
	Sacramento County 2030 General Plan	Turning Sacramento into the most livable community with the highest number of public services.	Sacramento County	Sacramento County
	Yolo County General Plan Update	Minimizing efficient urbanization while preserving productive farm resources and open space.	Yolo County	Yolo County
	Downtown Railyards Redevelopment Project	Transforming the 240-acre Union Pacific Railyards into a dynamic urban development.	City of Sacramento, Thomas Enterprises	Sacramento, California
	River District Specific Plan/ Township 9	65-acre mixed-use urban development, blending a distinct variety of housing, office space and retail.	City of Sacramento, Township 9	Sacramento, California

Activity Area	Title	Activities	Organization	Target Sectors
URBAN DESIGN & GREEN BUILDING	Technology Village/ University Village	Redevelopment project that will include 3 & 4-story office buildings with 700 urban-style attached dwellings and light-rail station outside California State University-Sacramento.	California State University-Sacramento, City of Sacramento.	Sacramento, California
	Urban Design Alliance	Collaborating to shape the urban form and quality of their city.	AIA Central Valley Chapter, City of Sacramento, Urban Land Institute	Sacramento, California
	Healthy Land Use Engagement Project	Promoting greening communities through youth engagement. Social Justice.	Ubuntu Green	Sacramento, California
	Sacramento Building Healthy Communities Initiative	Improving the built environment, the green space, the economic development and transportation options for Oak Park.	SHRA, Ubuntu Green	Sacramento, California
	Coalition on Regional Equity (CORE)	Promoting public health for low-income communities at a regional level.	Sacramento Housing Alliance, Environmental Council of Sacramento (ECOS), Sacramento Mutual Housing Association, Legal Services of Northern California, Ubuntu Green, Sierra Nevada Alliance, Yolo-Solano AQMD	Region-wide
	South Lake Tahoe's Sustainability Plan	Detailing 35 projects leading South Lake Tahoe toward a sustainable future. Includes low and zero-emission transit, & advocates utilizing land in a way that supports transit.	City of South Lake Tahoe	South Lake Tahoe, California
	SACOG Regional Blueprint, 2035 Metropolitan Transportation Plan (MTP), SB 375	Linking land use and transportation planning so that residents spend less time in their cars, less money on gas, & enjoy improved quality of life.	SACOG	Region-wide
	Climate Action Plan	Achieving consistency with AB 32, SB 375. Reduce greenhouse gas emissions from transportation, land use, buildings, water & waste.	Sacramento Area Green Partnership, Yolo County Climate Change Compact, SACOG, Sacramento County, City of Sacramento, City of Elk Grove, City of Citrus Heights, Placer County, City of Roseville, Yolo County, City of Woodland, City of Davis	Region-wide

Activity Area	Title	Activities	Organization	Target Sectors
URBAN DESIGN & GREEN BUILDING	CORE Transportation Working Group	Ensuring low-income communities have access to affordable & viable public transportation options.	Sacramento Housing Alliance, Ubuntu Green, Legal Services of Northern California, U.C. Davis Center for Regional Change, SACOG, ParaTransit, RiderShip for the Masses, TransForm, WALKSacramento, Verde Group	Community-wide
	Downtown/Natomas/			
	Airport Lightrail Extension	13-mile, 13 station light rail transit corridor extending from downtown to the Sacramento International Airport.	Regional Transit, State of California	Community-wide
	Sacramento Region 511	Comprehensive Sacramento Region Travel Information network promoting “Bike to Work” month and regional commuter club.	SACOG, 13 Transportation Management Associations (TMA), Regional Rideshare Partnership Agencies	Region-wide
	Intel Folsom Alternative Transportation Program	Reducing the number of cars on the road and improving air quality through rideshare programs, bike to work programs, and shuttle service from the light rail station.	City of Folsom, 50 Corridor TMA, City of Folsom	Folsom, California
	Sacramento Intermodal Transportation Facility	A facility linking all modes of transportation connections – bike, pedestrian, bus, light rail, taxi and train.	City of Sacramento, Thomas Enterprises, Amtrak, Regional Transit, Sate of California	Sacramento, California
	Electric Vehicle Readiness	Installing charging stations and infrastructure across the region.	SMUD, City of Sacramento, Coulomb Technologies, U.C. Davis	Sacramento, California
	League of American Cyclists Most Friendly Bike Communities	Ranking of the friendliest biking communities.	Davis – Platinum Roseville - Bronze South Lake Tahoe – Bronze Sacramento – Bronze	Region-wide
	Sustainability Master Plan & Annual Implementation Plan	Promoting community gardening, and use of parks and open space. Reducing water use in City parks while reducing pesticide use.	City of Sacramento	Sacramento, CA
	“38 Point Plan”	Adding trees to city parks, increasing bike trails in and out of city parks, and finding “greenwise” ways to use green waste. Implementing “Edible Landscape” demonstration gardens	City of Sacramento	Sacramento, CA
	City of Sacramento Sustainability Plan	Reducing greenhouse gas emissions of City’s commercial fleet to comply with state standard	California Air Resources Board, City of Sacramento	Statewide

Activity Area	Title	Activities	Organization	Target Sectors
GREEN & CLEAN TECHNOLOGY	Green Force Initiative	Workforce Training & Workforce Needs Research	Los Rios Community College District, Los Rios Center of Excellence	Sacramento, California
	Linking Education and Economic Development	Building connections across all levels of education with private sector leadership	Intel, SMUD, Five Star Bank, Los Rios Community College District, Sacramento County, Sacramento Unified School District, Folsom Cordova Unified School District, Sacramento Central Labor Council, Placer County, Runyon Saltzman & Einhorn, Perry-Smith, LLP, Roebbelen	Region-wide
	Entrepreneur and Start-Up Support	Clean technology business training and networking	Sacramento Area Regional Technology Alliance (SARTA)	Region-wide
	Workforce training	Creative private sector partnerships assessing workforce training needs in the green & clean economy	Sacramento Employment and Training Agency (SETA), Golden Sierra Workforce Investment Board, Sierra College	Region-wide
	“Green Pages” Directory	Raising awareness of regional green businesses.	Sacramento Metro Chamber	Region-wide
	Power Engineering Program/California Smart Grid Center	Transforming students into professional engineers in areas of Smart Grid technology.	California State University-Sacramento	Region-wide
	Clean Energy Research Institutes/ U.C. Davis Graduate School of Management/ Technology Transfer Activities	Establishing the Energy Efficiency, the Western Cooling Efficiency centers. The school also boasts the Lighting Technology Center, and the Center for Entrepreneurship.	University of California, Davis	Region-wide
	Regional Industry Cluster of Opportunity Grant	Developing an executable investment strategy for the clean energy sector.	Congresswoman Doris O. Matsui, Sacramento Employment and Training Agency	Region-wide
	Green Bus Tour	Touring Sacramento region’s green sustainability projects and programs.	Sacramento Pacific Asian Chamber of Commerce	Region-wide
	Integrative Graduate Education and Research Traineeship Program	Graduate research and educational training program focusing on the use of transgenic plants and in-vitro plant systems for the production of industrial non-food products and biopharmaceuticals. Biomass, Biogas, Waste to Energy.	University of California, Davis Bio Energy Research Center	Region-wide

Activity Area	Title	Activities	Organization	Target Sectors
GREEN & CLEAN TECHNOLOGY	Biogas Energy Project	Processing eight tons of food waste leftovers weekly (and later as much as eight tons daily) from premier restaurants.	University of California, Davis Bio Energy Research Center	Region-wide
	Youconnecthere.com	Connecting Green companies to green contracts with public and private entities via website youconnecthere.com.	Sacramento Pacific Asian Chamber of Commerce	Region-wide
ENERGY	Resolution 2010-083	Reducing emissions and fuel consumption of the City of Sacramento's fleet.	City of Sacramento	Sacramento, California
	Integrated Demand Side Management System Program	Promoting energy efficiency and renewable generation through customer incentives and rate options.	PG&E	Sacramento County
	SmartMeter Program	Installing advanced metering systems on over 90% of the customer metering sites throughout the region.	PG&E, BIA, California State University-Sacramento, U.C. Davis, Los Rios Community College District, SARTA, SACTO, Valley Vision, Green Capital Alliance	Region-wide
	Energy Watch Program	Weatherizing the homes of low income residents	PG&E, SMUD	Sacramento County
	Advanced Metering Infrastructure (AMI) with Smart Grid	Designing, implementing and utilizing AMI to facilitate demand response and load control, automate meter reading, customer connection, & outage reporting and location	City Roseville	Roseville, California
	Roseville Green Initiative	Energy efficiency education. Clean renewable energy bonds & renewable portfolio standard. Responsible power purchases. Greenhouse gas reduction policy.	City of Roseville	Roseville, California
	Climate Action Plans	Groups collaborating to achieve consistency with AB32, SB 375, & other pertinent state, regional & local goals	Sacramento County, City of Sacramento, City of Elk Grove, City of Citrus Heights, City of Roseville, Yolo County, City of Davis, SACOG, CARB, Sacramento Area Green Partnership, Yolo County Climate Change Compact	Region-wide

Activity Area	Title	Activities	Organization	Target Sectors
ENERGY	SMUD SolarSmart Homes	Direct funding program for homeowners to build homes that are 60% more energy efficient than average new homes.	SMUD, Lennar Construction, Tim Lewis Communities, Standard Pacific, Prodigy Homes, Woodside Homes	Region-wide
	Solar Power, Inc.	Constructing a solar panel manufacturing plant at the McClellan Business Park	Solar Power, Inc., SMUD, PG&E	Region-wide
	Co-generation Facility at Monroe Detention Center	Reducing Greenhouse Gases by simultaneously providing heating and electricity to the center.	Yolo County	
		Yolo County		
	West Village	The first “zero net energy” mixed-use development in the United States.	University of California, Davis.	Davis, California
	Energy Education, Inc.	Reducing energy consumption with performance audits.	Sacramento City Unified City School District	Sacramento, CA
	Building Closure Program	Closing older, less energy-efficient buildings with extremely high-energy costs. Savings projected at \$200,000 per year over 15-year period.	Yolo County	Yolo County
	Biomass Program	Coordinating efforts to remove woody biomass from forestlands and research options for economically sustainable energy generation.	Placer County	Placer County
	Yolo County Landfill	Capturing methane gas to generate electricity.	Yolo County	Yolo County
	“The South Placer Green Team”	Streamlining permitting for solar installation.	City of Lincoln, City of Rocklin, City of Roseville	Lincoln, California
	Sutter Basin Growers Cooperative	Using 11,922 photovoltaic solar array to help run rice and bean dryers during harvest.	Sutter County, Motna Farms	Sutter County
	Yuba City Solar Installations	Home of one of Walmart’s first rooftop solar installations. Yuba City Senior Center panels projected to save \$8,700 annually.	Yuba City, Walmart	Yuba City, California
	Yolo County Justice Campus Solar Installation	Saving about \$8.8 million energy costs over the next 25 years.	City of Woodland, California, California Energy Commission	Woodland, California

Activity Area	Title	Activities	Organization	Target Sectors
ENERGY	Intel Folsom Solar Installation	Building a 1-megawatt-plus solar field that will cover about 6 acres and provide about 7% of the campus' overall power supply.	Intel Folsom, City of Folsom	Folsom, California
	Kikkoman Foods, Inc. Solar array	Installing 106.6 solar array at it its Folsom, California plant.	Kikkoman Foods, Inc., City of Folsom	Folsom, California
	Roseville Electric BEST (Blueprint for Efficiency and Solar Technology) Homes Program	Providing rebates for solar system installation, energy efficient building techniques, and shade trees.	City of Roseville, Roseville Electric, Developers and Builders	Roseville, California
	Small Business Energy Efficiency Retrofit Programs	Using ARRA funds to retrofit small businesses.	City of Roseville, Roseville Electric	Roseville, California
	LED Street Light Pilot Project	Installing 25 LED fixtures in 5 test locations throughout Roseville, California.	City of Roseville, Roseville Electric	Roseville, California
	LED Street Light Pilot Project	Installing LED fixtures to save \$500,000 annual, with an additional annual savings of \$125,000 of annual cost savings through installation of 10,000 mast-arm streetlights.	City of Sacramento, SMUD, Sacramento County, Valley Vision	Sacramento, California
ENGAGEMENT	Sacramento Sustainability Forum	Convening young professionals monthly to discuss sustainability issues.	SMUD, Sacramento Sustainability Forum, Sacramento Asian Pacific Chamber of Commerce, Ubuntu Green, City of Sacramento	Region-wide
	CleanStart	Focusing community attention on clean technology start-up companies via networking opportunities, participation in Cap-to-Cap activities, & hosting CleanTech Showcase every fall.	SARTA, CleanStart, Green Capital Alliance, Valley Vision, Sacramento Metro Chamber	Region-wide
	VentureStart	Training and mentoring for entrepreneurs looking to connect with Angel or Venture Capital financing.	SARTA, Foothills Angels, North Bay Angels, Sacramento Angels, San Joaquin Angels, Sierra Angels, Akers Capital, American River Ventures, DCA Capital Partners, DFJ Frontier, Velocity Venture Capital, Wavepoint Ventures	Region-wide
	Sacramento Sustainable Business Program	Recognizing local businesses that demonstrate a commitment to sustainable business practices.	SMUD, Sacramento Regional Waste Authority, Regional Water Authority, Water Forum, & Business Environmental Resource Center (BERC)	Region-wide

Activity Area	Title	Activities	Organization	Target Sectors
ENGAGEMENT	City of Roseville Utility Exploration Center “Green Living” Workshops	Providing information on lighting, winter & summer home tune-ups, solar options, and energy & conservation tips to achieve energy consumption that is 50% lower than non-participating home.	Roseville Electric, City of Roseville	Roseville, California
	SMUD Energy Efficiency and Technology Center Workshops	Providing information on how to optimize energy use during winter and summer months.	SMUD	Sacramento, California
	Youth Energy Summit	Annual energy efficiency education event for 100 high school students. Encouraging use of newly acquired knowledge to complete energy-related service learning projects in school or community.	Lodi Electric Utility, Roseville Electric, SMUD, Resource Action Programs, the Northern California Power Agency, Quantum Energy Solutions, and the LegiSchool Project at CSU Sacramento.	Region-wide
	Cool Counties Climate Stabilization Declaration	Agreement to reduce greenhouse gas emission by 80% by the year 2050.	Yolo County	Yolo County
	Equipo Verde	Encouraging sustainable business practices by sharing ideas, recommending innovative policy, and championing environmentally sound practices.	City of Rancho Cordova	Rancho Cordova, California
	Supplier Education and Economic Development (SEED) Program	Offers incentives for local small businesses to participate in a competitive bid process. The program benefits rate paying small businesses by giving them an edge when they bid on a SMUD project	SMUD, small businesses	Sacramento, California
	Soil Born Farms Urban Agriculture and Education project	Creating an urban agriculture and education project that empowers youth and adults to discover and participate in local food systems.	Soil Born Farms	Sacramento County
	Center for Land-Based Learning	Engaging youth in habitat restoration projects that enhance learning, develop leadership skills, and cultivates meaningful connection between students and their environment.	Center for Land-Based Education	Yolo County, Solano County, Sacramento County, and Marin County

Appendix 2: Sacramento Region Climate Action Plan Background Information

The purpose of this document is to provide background information for use by the Greenwise Sacramento Policy Committees on the progress made to address climate change by many of the counties and cities in the Sacramento region.

The Sacramento region, as defined by the Sacramento Area Council of Governments, consists of 22 cities and six counties. Various jurisdictions within the region have prepared baseline greenhouse gas (GHG) inventories to determine current emissions levels from different activities. Several cities and counties have also begun work or completed Climate Action Plans either as a part of or separate from their General Plans.

The sources for the attached information include the Governor's Office of Planning and Research (OPR) **California Planners' Book of Lists 2010**. Each year, OPR sends a survey to the city and county planning departments. A number of planning survey questions are related to addressing climate change through planning at the local level. Table 1 to this memorandum is the status of the 28 jurisdictions and progress made to adopt policies and/or programs to address climate change and reduce GHG emissions. Table 2 is a summary of the four jurisdictions that indicated they have included language related to climate change and GHG emissions in their General Plan.

Also included is a summary of the other survey questions in the California Planners' Book of Lists 2010 that relate to focus areas by the Policy Committees.

Table 3 is unpublished work by the Public Policy Institute of California generously forwarded by Ellen Hanak, Senior Fellow at the PPIC. Research staff at the PPIC surveys the state's jurisdictions on a regular basis and the most recent data related to greenhouse gas emissions inventory and Climate Action Plans for city-run facilities and community-wide plans is included as Attachment 4.

Table 1. Jurisdictions that have adopted or are in the process of adopting policies and or programs to address climate change and/or to reduce GHG emissions

	Phase		Program/Policy Type							Activity			Compliance			Specific Issues Addressed	
	Adopted	In Progress	GP Policy(res)	GP Implementation Measures	Climate Action Plan	GHG Reduction Plan	Sustainability Plan	Ordinances	Other	Public	Private	Both	Voluntary	Mandatory	Combination	GHG Emission Reduction or Mitigation	Vulnerability and Resiliency to Climate Change (Adaption)
El Dorado County																	
Placer County																	
Sacramento County		X	X	X	X	X	X				X				X		
Sutter County																	
Yolo County	X		X	X	X	X	X	X	X	X	X			X	X		
Yuba County		X	X	X							X			X	X		
City of Auburn																	
City of Citrus Heights																	
City of Colfax																	
City of Davis	X	X			X			X			X			X	X		
City of Elk Grove		X	X	X	X	X	X	X			X	X			X	X	
City of Folsom		X	X	X	X	X					X			X	X	X	
City of Galt	X		X	X							X			X	X		
City of Isleton																	
City of Lincoln	X		X	X							X			X	X		
City of Live Oak		X	X														
Town of Loomis	X																
City of Marysville																	
City of Placerville																	
City of Rancho Cordova		X	X	X			X							X	X		
City of Rocklin	X	X	X	X	X						X			X	X		
City of Roseville		X	X	X	X	X	X		X						X		
City of Sacramento	X	X	X	X	X		X				X			X	X	X	
City of West Sacramento		X	X	X	X	X					X						
City of Wheatland		X						X			X			X	X		
City of Winters																	
City of Woodland		X			X	X					X	X			X		
City of Yuba City		X															

Sources: OPR California Planners' Book of Lists 2010, Town of Loomis, Yolo County

Table 2. Jurisdictions that have Language related to Climate Change and GHG Emissions in their General Plan

	Land Use	Circulation	Housing	Open Space	Conservation	Safety	Other			
El Dorado County										
Placer County										
Sacramento County										
Sutter County										
Yolo County	X	X	X	X	X	X	Energy			
Yuba County										
City of Auburn										
City of Citrus Heights										
City of Colfax										
City of Davis										
City of Elk Grove										
City of Folsom										
City of Galt				X	X					
City of Isleton										
City of Lincoln	X	X	X	X	X	X				
City of Live Oak	X	X								
Town of Loomis										
City of Marysville										
City of Placerville										
City of Rancho Cordova										
City of Rocklin										
City of Roseville	X	X	X	X	X					
City of Sacramento	X	X	X	X	X		Utilities			
City of West Sacramento										
City of Wheatland										
City of Winters										
City of Woodland										
City of Yuba City										

Source: OPR California Planners' Book of Lists 2010, Yolo County, Town of Loomis

**Jurisdictions that have established a GHG Emission Baseline
(year for which baseline calculated)**

Davis (1990), Folsom (1990), Galt (2005), Lincoln (2008), Rocklin (2008), Sacramento (2005), Sacramento County (2008), Woodland (2007), Yolo County (1990, 2005), Yuba County (other)

Jurisdictions that have adopted a Community-wide Greenhouse Gas Emission Reduction Target

Davis – carbon neutral by 2020
Sacramento – 1990 levels by 2020
Woodland – 2050
Yolo County – 80 percent reduction below 1990 levels by 2050

Jurisdictions that have adopted a General Plan Energy Element, Energy Conservation Element or Integrated Energy into an Existing Element

Galt (2009), Lincoln (2003), Loomis (2001), Yolo County (2010)

Jurisdictions that have adopted goals, policies, implementation measures, and/or programs regarding renewable energy generation, and the renewable energy source

Sacramento (solar), Wheatland (local contributions to the energy stream)

Jurisdictions that have calculated or estimated energy use for the General Plan Build-out

Sacramento

Jurisdictions that have calculated or estimated Water Use for the General Plan build-out

Davis, Folsom, Galt, Lincoln, Rocklin, Roseville, Sacramento, West Sacramento, Yolo County, Yuba City

Jurisdictions that have Recycled Water Ordinances or Landscaping Standards to reduce Water Demand, Household Consumption or Waste Run-off

Davis, Elk Grove, Folsom, Galt, Loomis, Roseville, Sacramento, Sacramento County, Yolo County, Yuba County

Source: OPR California Planners' Book of Lists 2010, Yolo County, Loomis

Table 3. Public Policy Institute of California Unpublished Survey, 2010

Q4. Has your city conducted or made plans to conduct a **greenhouse gas emissions inventory** to determine current emissions levels from different activities?

Q5. Has your city already developed or made plans to develop a **Climate Action Plan** (or a similar plan that addresses climate change)?

Jurisdiction	County	Q4. GHG Emissions Inventory		Q5. Climate Action Plan	
		City-run facilities and operations	Community as a whole	City-run facilities and operations	Community as a whole
Auburn	Placer	No plans	No plans	No plans	No plans
Citrus Heights	Sacramento	Yes, in progress	Yes, in progress	Yes, in progress	Yes, in progress
Colfax	Placer	No plans	No plans	No plans	No plans
Davis	Yolo	Yes, done	Yes, done	Yes, in progress	Yes, in progress
Elk Grove	Sacramento	Yes, in progress	Yes, in progress	Yes, in progress	Yes, in progress
Folsom	Sacramento	Yes, done	Plan to do	Yes, in progress	Yes, in progress
Lincoln	Placer	No plans	No plans	No plans	Yes, done
Live Oak	Sutter	No plans	No plans	No plans	No plans
Marysville	Yuba	No plans	No plans	No plans	No plans
Placer County	Placer	Plan to do	Plan to do	Plan to do	Plan to do
Placerville	El Dorado	No plans	No plans	No plans	No plans
Rancho Cordova	Sacramento	Yes, done	Yes, done	No plans	No plans
Rocklin	Placer	Plan to do	Plan to do	Plan to do	Plan to do
Roseville	Placer	Yes, done	Yes, in progress	Yes, done	Yes, in progress
Sacramento	Sacramento	Yes, done	Yes, done	Yes, done	Yes, in progress
Sacramento County	Sacramento	Yes, in progress	Yes, done	Yes, in progress	Yes, done
Sutter County	Sutter	Yes, in progress	Yes, in progress	Yes, in progress	Yes, in progress
West Sacramento	Yolo	Yes, in progress	Yes, in progress	Yes, in progress	Yes, in progress
Wheatland	Yuba	No plans	No plans	No plans	No plans
Winters	Yolo	Plan to do	Plan to do	Plan to do	Plan to do
Yuba City	Sutter	Plan to do	No plans	Plan to do	No plans
Yuba County	Yuba	Don't know	Yes, in progress	Don't know	Plan to do

Source: PPIC

Habitat for Humanity Builds Green

In the 25 years since it was founded, the Sacramento Habitat for Humanity has built 77 homes for low-income families. All of these homes incorporate energy efficiency features, and seven of them were built to LEED Gold and LEED Platinum standards. These high-energy efficiency standards mean that the highest monthly utility bill in these homes is \$1.50. In fact, because most of the homes use solar panels provided by PG&E and SMUD, they are able to sell power back to the local utility.

With a 0%, 30-year mortgage from Habitat for Humanity, families in these homes have little need to worry about rising energy prices – a fantastic achievement for Sacramento's Habitat for Humanity and the families they serve.



McClellan Business Park: An Emerging Clean Technology Center

A small cluster of clean tech companies is beginning to emerge on the site of a former Air Force base. In 1999 the County of Sacramento took over the former McClellan Air Force Base, and with the help of a private company, began redeveloping it into a commercial space. The site consists of 3,000 acres with approximately 8.5 million square feet of useable buildings.

Twelve tenants occupy hangars that used to be filled with aircraft carriers. Eight of them are clean technology companies – Battery MD, Technikon, Pacific Renewable Fuels, Renewable Energy Institute International, CHA Corporation, ZETA Communities, N Solar, Verde Development, SVV Technology Innovations, Beutler Corporation, Ternion Bio, and Solar Power Inc.

Each of these companies has garnered its share of success since McClellan Business Park opened eleven years ago. Technikon, for example, was named one of Sacramento's Top 50 Leading High-Tech and Life Science Companies by the Sacramento Area Regional Technology Alliance (SARTA), and Solar Power Inc. was recently recognized by former Governor Schwarzenegger as a company that would help California lead “the world in enacting policies that harness the sun, combat climate change and reduce our dependency on foreign oil, [it's] us reach a more sustainable, clean energy future.”



Glossary of Terms and Acronyms

AB	Assembly Bill
AB 32	California Global Warming Solutions Act of 2006.
ACE	Alliance for Climate Education
ADA	Americans with Disabilities Act
CARB	California Air Resources Board
APCD	Air Pollution Control District
BRT	Bus Rapid Transit
CaliforniaFIRST	Allows property owners to finance energy efficiency projects on homes and businesses with costs repaid on property taxes over a period of 20 years. A PACE program.
CalEPA.....	California Environmental Protection Agency
CBSM	Community-based social marketing
CEC.....	California Energy Commission
CEQA.....	California Environmental Quality Act
CFL	Compact Fluorescent Lightbulb
Clean Technology.....	Knowledge-based products or services that improve operational performance, productivity or efficiency while reducing costs, inputs, energy consumption, waste or pollution.
ECOS	Environmental Council of Sacramento
EPA	U.S. Environmental Protection Agency
EO	Executive Order
EV	Electric Vehicle
GBC.....	California Green Building Code
GCA.....	Green Capital Alliance
GHG	Greenhouse gas
Green Chemistry.....	The invention, design and application of chemical products and processes to reduce or to eliminate the use and generation of hazardous substances.
Green Technology	Technology encompassing a continuously evolving group of methods and materials, from techniques for generating energy to non-toxic cleaning products.

GWP Global Warming Potential

HOV..... High-occupancy-vehicle

ICLEI..... International Council of Local Environmental Initiatives, renamed to
 “ICLEI – Local Governments for Sustainability”

JPA..... Joint Powers Authority

LCFS Low Carbon Fuel Standard

LED Light-emitting diode

LEED Certification Leadership in Energy and Environmental Design Certification.
 Managed by U.S. Green Building Council

LEED..... Linking Education and Economic Development. Sacramento
 organization aligning business, labor, education, community, and
 government in order to strengthen workforce development,

LID Low impact development

LOS Level of Service

MOU..... Memorandum of Understanding

mPower..... Allows property owners to finance energy efficiency projects on
 homes and businesses with costs repaid on property taxes over a
 period of 20 years. A PACE program in Placer County.

MPG Miles per Gallon

MPO Metropolitan Planning Organizations

MRF Material Recovery Facility

MT CO_{2e} Metric tons of carbon dioxide equivalent emissions

NOX Oxides of nitrogen

PACE..... Property Assessed Clean Energy. Allows property owners to finance
 energy efficiency and renewable energy projects for their homes and
 commercial buildings.

PG&E Pacific Gas and Electric

PM₁₀ Particulate matter with an aerodynamic diameter of 10 micrometers
 or less

Prop 23..... Proposition on November 2010 ballot that would have suspended
 AB 32.

- RFP.....Request for Proposal
- RPSRenewable Portfolio Standard
- RWA.....Regional Water Authority. Members include California American Water, Carmichael Water District, Citrus Heights Water District, City of Folsom, City of Lincoln, City of Roseville, City of Sacramento, City of West Sacramento, Del Paso Manor Water District, El Dorado Irrigation District, Fair Oaks Water District, Fruitridge Vista Water Company, Golden State Water Company, Orangevale Water Company, Placer County Water Agency, Rancho Murietta Community Services District, Rio Linda Elverta Community Water District, Sacramento County Water Agency, Sacramento Suburban Water District, & San Jan Water District.

- SACSustainability Action Committee
- Sac RT.....Sacramento Regional Transit
- SACOGSacramento Area Council of Governments
- SARTASacramento Area Regional Technology Alliance
- SAPCommunitywide Sustainability Action Plan
- SBSenate Bill
- SB 375.....Senate Bill 375. Directs ARB to set regional targets for the reduction of greenhouse gas emissions.
- SMAQMD.....Sacramento Metropolitan Air Quality District
- SMUD.....Sacramento Metropolitan Utility District
- SPService Population
- SRCSA..... Sacramento Regional County Sanitation District

TSMTransportation system management

USGBC.....U.S. Green Building Council

VMTVehicles miles traveled

VVValley Vision

YESYouth Energy Summit. Youth Engagement and Scholarship program
run by PG&E, Roseville Electric, & SMUD.

Yolo-Solano AQMD.....Yolo-Solano Air Quality Management District

ZipcarCar sharing and car club service.



Regional Action Plan

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